

ADAM DUSTAN

UX + UI DESIGN \ \ SYSTEMS THINKING

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WORK EXPERIENCE

Snap Finance | California | 2021–present

UX Architect & Manager

Working directly with the new VP of UX to grow a team of 5 additional designers, 1 content designer, and one Researcher. Leading a small team of talented direct reports, while architecting the overarching Consumer Experience across multiple verticals and platforms.

Senior User Experience Designer

Led the UX and visual design of Snap's maiden native app, including guiding the Product team and stakeholders through workshops to define Product Requirements for the Account Servicing and Origination (lease application) features, while helping establish a new brand and design system.

PayPal | California / Arizona | 2014–2021

Senior User Experience & Visual Designer II | In-Store Shopping – QR Codes

Led design and contributed to product direction for a fast-tracked “moonshot” project to expedite the release of native COVID-safe, contactless QR code payment features for buyers & sellers.

Senior User Experience & Visual Designer II | Business Mandatory Durable Team

Worked as design lead for a “horizontal” team that navigated business goals and experience enhancements across the org to address changes in domestic and global governmental regulations, fundamentally changing the core product construct of a “balance” at PayPal.

Senior User Experience & Visual Designer I | Consumer Home & Platforms

Owned the redesign of the Consumer Servicing Home page on web and mWeb, facilitating the needs of multiple internal teams by designing a patented framework architecture to make the experience personalized for the individual customer and scalable for the growing product portfolio.

User Experience & Visual Designer | PayPal Credit

Designed the initial release of PayPal's new credit product on web & mWeb across three countries, and spearheaded the inclusion in and design for the first native credit servicing experience.

Mitel | Arizona | 2013–2014

Senior Interaction Designer

Redesigned lead gen landing pages, increasing some conversion rates from below 2% to 16-24%. Designed a suite of over 50 pixel-perfect icons to classify products in the concurrent site redesign.

Vemma Nutrition Company | Arizona | 2011–2012

Senior Interaction Designer

Spearheaded the design of a native app experience for a nutrition and fitness program for celebrity trainer Chris Powell.

Fisher (formerly CFD) | Arizona | 2009–2011

Graphic Designer

Focused on branding, print and digital projects for companies like the Boy Scouts and APS, TV & radio spots for the Phoenix Suns, and an entire exhibit space at the PHX Science Museum.

Scottsdale Convention & Visitors Bureau | Arizona | 2003–2009

Graphic Designer

Delivered award-winning and ROI-effective print, digital and marketing solutions that led the company to bring all creative work in-house, away from the agency of record.

adustan.com | Arizona | 2003+

Freelance Graphic Designer

Partnered with local agencies and businesses to deliver high-quality branding, print and digital design solutions for a wide range of industries, from medical to hospitality.

TECHNICAL SKILLS

Systems Thinking & Frameworks

User Experience Design

Visual Design

Workshopping

Design Mentoring

Wireframing

Pencil + paper & whiteboard sketching

Lo- & hi-fidelity prototyping

User research – qual & quant (in-lab, remote, surveys, in-home interviews, call center interaction, card sorting)

User journeys, personas & mapping

TOOLS

Figma / Figjam

Axure

Sketch

Zeplin

Protopie

Miro

Illustrator / Photoshop / Flash

EDUCATION

Arizona State University

Bachelor of Science, Graphic Design

Northern Illinois University

VisComm undergrad

INTERESTS

Cats & Dogs

Yoga

Collecting Art

Bikes

Traveling

Hiking

Beach Days

Architectural Sketching