ADAM EBERLY

UX DESIGNER/ARCHITECT

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Online Portfolio

SUMMARY

Experienced UX Designer with a strong foundation in web design and over 10 years focused on delivering user-centered digital experiences for global enterprise platforms. Expert in guiding the full UX lifecycle—from research and journey mapping to high-fidelity prototyping—within Agile teams. Adept at aligning user needs with business goals to improve usability, reduce friction, and drive measurable growth in engagement and revenue. Demonstrated success in leading enterprise-level eCommerce redesigns, driving mobile responsiveness, brand consistency, and revenue growth—contributing to a $180M+ increase in online sales over four years.

SKILLS toolbox

• Persona Creation	• Wire Framing	• Adobe Suite	• Jira
• Journey Mapping	• UI Mock-up Design	• Sketch	• Zeplin
• User Testing	• Hi-fidelity Prototypes	• Figma	• Slack
• Information Architecture	• HTML5/CSS3	• Invision	• Teams
• Ideation	• CMS and Bootstrap	• Flinto	• Trello

PROFESSIONAL experience

Avnet, Inc.

Senior UX Designer – Nov 2015 to Jun 2025

Led the UX strategy and execution for Avnet's global eCommerce platform, supporting a $28B electronics parts business. Responsible for end-to-end UX processes including user research, persona creation, journey mapping, wireframes, UI mockups, and both low and high-fidelity prototypes. Delivered seamless, responsive experiences across desktop and mobile platforms while collaborating with global Agile teams to optimize critical user flows and improve overall usability.

Key Accomplishments

- Improved cart and checkout usability and conversion rates by collaborating with global Agile squads.
- Designed and implemented new user flows for the registered user dashboard, reducing support center calls and boosting self-serve engagement.
- Led UX improvements across major eCommerce touchpoints including search, product pages, BOM, and checkout.
- Spearheaded the transition to a fully responsive mobile-first design, enhancing mobile usability and increasing mobile web calls by 40%.
- Directed a team of 5 designers to complete a full global rebranding across North America, Asia, and EMEA.
- Drove a 10x increase in online store revenue—from $20M to $200M—over four years through strategic UX enhancements.
- Strengthened brand consistency and visibility across all digital properties.

Freelance Web Designer

Web Designer - Mar 2015 to Oct 2015

Responsible for setting business and user goals, create task flows and create wireframes. Designed website adhering to UX best practices providing UI mock-ups for application development. Assisted with host set-up and deployment if needed. Implement Google analytics for measuring web site function and usability.

- **Siena Wealth Management – service base business; site redesign.**
  - Customized WordPress for client-managed content, enabling self-maintenance and stronger operational autonomy.
  - Implemented Google Analytics to establish baseline metrics for site traffic and user interaction.
  - Delivered responsive web design to replace outdated fixed layout, enhancing user experience across devices.
- **Transmission Center – service base business; site redesign.**
  - Developed a custom WordPress solution incorporating SEO features to drive web traffic.
  - Launched Google Analytics for baseline tracking of site activity and visitor behavior.
  - Migrated site from fixed to responsive design to ensure mobile-friendliness and improved accessibility.

Loring Ward, Inc.

Sr. Web Designer / Online Marketing Specialist – Jan 2010 to Feb 2015

Led the end-to-end design, development, deployment, and maintenance of corporate websites, microsites, landing pages, and digital assets. Collaborated cross-functionally to deliver cohesive brand experiences across internal and external platforms. Championed user-centered design principles while leveraging data-driven insights to improve engagement, SEO performance, and web usability. Supported marketing initiatives by designing and deploying high-performing email campaigns and analytics reporting.

Accomplishments

- Designed and developed multiple web properties, including corporate websites, blogs, microsites, and landing pages using Photoshop, Illustrator, Dreamweaver, HTML/CSS, JavaScript, jQuery, and WordPress.
- Increased organic search engine referrals with consistent year-over-year growth of **57%, 85%, and 103%** through targeted SEO strategies and content optimization.
- Drove growth in unique website visitors by **5%, 10%, and 22% year-over-year**, contributing to increased lead generation and brand visibility.
- Partnered in the creation of secure client portals and a company-wide intranet, utilizing tools such as Photoshop, Dreamweaver, and RedDot CMS.
- Maintained internal and external web content with **99.9% accuracy**, utilizing version control and deployment tools like Git, RedDot, Bamboo/SourceTree, and FileZilla.
- Applied SEO best practices across all web properties, improving site crawlability, performance, and visibility.
- Produced and distributed comprehensive Google Analytics reports to track performance, inform strategy, and guide optimization efforts.

EDUCATION

Masters Institute of Technology
Associate of Science in Multimedia – Motion Graphics & Graphic Design

- Completed focused coursework in design principles, color theory, typography, layout, human behavior, and product design, with an emphasis on user-centered thinking and the creative process.
- Studied the intersection of psychology and design to inform user experience strategies and visual communication.
- Collaborated in team-based environments to create marketing collateral and develop interactive multimedia presentations for real-world clients.
- Gained hands-on experience in translating design concepts into functional, client-driven digital products.

REFERENCES

Kim Day

Director of Customer Enablement – eComm

- Formerly Director of Global Digital UX for Avnet, Inc.

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