

ADAM MORENBERG

UX / UI DESIGNER

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Fort Lauderdale, Florida

PROFESSIONAL EXPERIENCE

Qualitative Research Lead 2012 - 2018
SmartRevenue (Market Research Agency)
Fort Lauderdale, Florida

- Worked with brands and internal teams to design research projects that uncover customer behaviors, perceptions, needs and pain points.
- Synthesized data and wrote research reports to help brands make data-driven strategic decisions.
- Clients included: Samsung, Logitech, Verizon Wireless, VSCO, Dr. Scholl's, Crayola, Pfizer, and McDonald's

Senior Field Researcher 2011 - 2018
SmartRevenue
Fort Lauderdale, Florida

- Conducted more than 500 in-depth interviews, shoppalongs, and ethnographies for clients in wide-ranging categories.
- Trained 25+ new hires on best practices and strategies for dealing with problems in the field.

Sociology Instructor 2002 - 2010
Univ. of Colorado/Univ. of South Florida
Boulder, Colorado & Tampa, Florida

- Designed, taught and graded sociology courses for more than 500 college students.

UX SKILLS

UX Research	UX Design
Ethnography	Interaction Design
User Interviews	User Flows
Usability Tests	Wireframes
Design Thinking	Rapid Prototypes

TOOLS

Sketch	InVision
Marvel	Flinto

EDUCATION

UX / UI Immersive Bootcamp 2018
Ironhack
Miami, Florida

MA, Sociology 2002
University of South Florida
Tampa, Florida

- Ethnographic thesis research:
"Governing Wayward Consumers:
Self-Change and Recovery
in Debtors Anonymous"

BA, Sociology & Journalism 1998
Miami University
Oxford, Ohio

ARTICLES

"7 Practical Ways to Build Rapport Quickly in Qualitative User Interviews" - bit.ly/7rapport
"8 Useful Probes for Getting the Most Value from User Interviews" - bit.ly/8probes