



MARC ADAMS

PROJECTS IN UX DESIGN & RESEARCH



About Marc Adams

I'm Marc Adams and I am an experienced and data-driven digital UX specialist concentrating in research and strategic content. I'm an "outside-of-the-box" thinker who can "color inside the lines".

By thinking creatively and strategically about how to innovate, improve and market visual messages, I've been able to deliver experiences that are both valuable to the user and the client.

With a degree in design, I've had the pleasure to have worked with many notable clients including NASA, Walmart, Coca-Cola, Clorox, Unilever, Samsung, and Johnson & Johnson.

I can juggle multiple projects and communicate well with leadership, while hitting a deadline from 500 yards out with one eye closed. :)

With over 15 years of professional experience, there's not much I haven't seen or done. I look forward to working with you!

Marc Adams



MARC ADAMS

FEATURED WORKS





Mohawk Xchange

What is it?

Mohawk Xchange is a new digital retail experience for the “world’s largest flooring company” that replaces an outdated and non-unified commercial model.

Xchange combines the wholesaler, installer, distributor and direct consumer customer channels onto a single platform for buyers.

Why build it?

In the past buying flooring directly from Mohawk was a problematic retail process which scattered customers across several non-digital touch points.

Xchange is the result of developing an online “total flooring resource” to domestic consumers of all types.

How did I contribute?

- Conducted **UX Research** to discover qualitative insights from the target audience
- Curated a **UX Development/Process flow** that addressed reporting and communication challenges within the team
- Made enhancements to the CX Implementation by delivering defined OKR’s based on customer feedback insights
- Performed **rapid A/B testing** and debugged errors in the UI



Mohawk Xchange.com

01. The “Problem Space”

02. Defining research process

03. Wire framing & prototyping

04. Rapid usability testing (A/B)

Mohawk Xchange

Defining The “Problem Space” within the Mohawk Xchange project

After joining the Mohawk Industries UX team, I learned quickly about the details of this massive and complex retail experience product that was already 2 years underway with 9 months left until delivery.

Problem 1: The UX strategy lacked transparency with stakeholders

Problem 2: The Mobile UX had issues that countered the insights reflected in the user personas

Problem 3: Numerous bugs plagued the UI on all platforms

About the Stakeholders

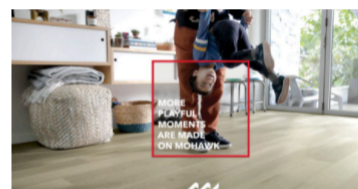


When I met with stakeholders I realized that many of their assumptions about the project were based on the performance of other products rather than the data and research on hand.

About the Users



I chose to conduct qualitative research interviews with users as we had plenty of quantitative data but none reflecting the pain points that bogged down their experience with the product.

A screenshot of the Mohawk Xchange login page. At the top is the Mohawk Xchange logo. Below it is a welcome message. The form includes fields for 'Email Address' and 'Password'. The password field contains the text 'Mohawk@1'. There is a checkbox for 'Show password' and a link for 'Forgot password'. A red 'SIGN IN' button is prominent. Below it is a link for 'NEW TO MOHAWK XCHANGE?' and a button for 'Create Your Account'. At the bottom, there is a 'Need assistance?' section with contact information: 'Email: Xchange_Support@mohawkind.com' and 'Call: 1-800-233-4490 ext 25125'.

LEGAL | TERMS AND CONDITIONS | PRIVACY POLICY



Mohawk Xchange.com

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Mohawk Xchange

Using qualitative research to find solutions for the log-in and registration processes

One significant area where users experienced the most frustration, within the testing phase of Mohawk Xchange, was during the registration and log in processes. I interviewed more than 15 users to discover the same wants, needs, behaviors and emotions.

3 Big Questions:



Question 1:

What is most important to you when attempting to log into or register for Mohawk Xchange?



Question 2:

When you encounter a problem logging in or registering, how do you attempt to resolve it?



Question 3:

How can the process be improved to benefit you?





Mohawk Xchange.com

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Mohawk Xchange

Wire Framing & Prototyping based on data from journey maps

Once I concluded collecting the user data from my interviews, the information was compiled into a journey map and user flow. After we presented the data to our stakeholders, I then began working on lo-fi wire frames.



Register A New User

I have a Mohawk account number

I am an installer interested in Mohawk University and other training materials

I am an advertising agency employee and would like access to approved ads

Sign In landing page

1-877-804-2318
macs@mohawkind.com

Mohawk Industries © Copyright 2016. All rights reserved.
[Terms of Use](#)

Choosing an account type

Select Account

Filter by: All Salespeople

Search accounts

SEARCH

Account #	Account Name	Address	Phone
[value]	[value]	[value]	[value]
[value]	[value]	[value]	[value]
[value]	[value]	[value]	[value]
[value]	[value]	[value]	[value]
[value]	[value]	[value]	[value]
[value]	[value]	[value]	[value]

LOAD MORE ACCOUNTS

1-6 of 50 Accounts

[Cancel](#)



Mohawk Xchange.com

01. The “Problem Space”

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Mohawk Xchange

A/B Testing final iterations of the prototype

Detailed screens for the login/registration processes.

1.

MOHAWK Xchange

Welcome to Mohawk Xchange
CREATE YOUR MOHAWK XCHANGE ACCOUNT

STEP 1 OF 2

I have a Mohawk account number.

I am an installer.
(MohawkToday access only)

I am an advertising agency employee.
(MohawkToday access only)

RETURN TO SIGN IN

2.

MOHAWK Xchange

WELCOME TO MOHAWK XCHANGE

STEP 2 OF 2

* = a required field

First Name* Last Name*

Company Name* Email Address* (This will be your username.)

(8 to 24 characters, must contain at least 1 uppercase letter, 1 lowercase letter, 1 number and 1 symbol)

Confirm Password*

Please explain your Mohawk University registration*

SUBMIT REQUEST

RETURN TO SIGN IN

3.

MOHAWK Xchange

WELCOME TO MOHAWK XCHANGE
MOHAWK XCHANGE REGISTRATION

STEP 2 OF 2

* = a required field

First Name* Last Name*

Primary Role* Company Name* Account Number*

Select Role

Work Phone* Ext. Mobile Phone

Email Address Username*

☐ Use Email Address as Username

Create Your Password*
(8 to 24 characters, must contain at least 1 uppercase letter, 1 lowercase letter, 1 number and 1 symbol)

Confirm Password*

SUBMIT REQUEST



Equifax Developer Portal

What is it?

The Equifax Dev Portal is a cloud based developer “sandbox” that allows users to test and build applications that leverage Equifax’s data rich API’s

The credit reporting, scoring and identity protection developer suite features a library of “on-demand” tools and documentation to assist dev’s in building out 3rd party apps and solutions.

Why build it?

In an effort to invite more engagement from the developer community with a new set of Equifax products, the company sought to expand into a new line of business and gain an edge over competitors.

How did I contribute?

- Conducted **UX Research** in the form of competitive analysis
- Assisted in **wire-framing and rapid prototyping**
- Performed **A/B tests** and made contributions to the UI development



Equifax Dev Portal

01. Competitive Analysis

02. Wire framing & Prototyping

03. Rapid A/B Testing

Equifax Developer Portal

Analyzing how similar products are used

Prior to joining the UX and developer teams, Equifax made it clear that they were ready to expand into offering developer tools as an extended line of their business operations. Working with other PM's we examined other competitors in the space and evaluated the scope of our project against what was already being used in the space.

1. We grouped a listing of major players in the space to directly compare features.

2. I then outlined a list of UX features that were being developed in our code base

3. I clearly stated the purpose for each feature and function.

Competitive Analysis Matrix: Equifax Developer Portal

Equifax New Individual/Business Registration and Verification

Direct Competitor	Item to Develop	Has Code	Purpose
Experian	Turn off modal window popup on registration page.	Yes	Allows users to return to main navigation
Capital One	Create cache for registration	No	Remembers users progress during registration
Bank of America	Build the "Please Confirm Your Email" Page	Yes	Alerts user to validation process when registering
Capital One	Code Confirmation Email	Yes	Alerts user via email that a verification code has been sent to them
Indirect Competitor	Item to Develop	Has Code	Purpose
IBM	Build email expiration token for user verification login	No	Alerts users that the code/token will/has expire(ed).



Equifax Dev Portal

01. Competitive Analysis

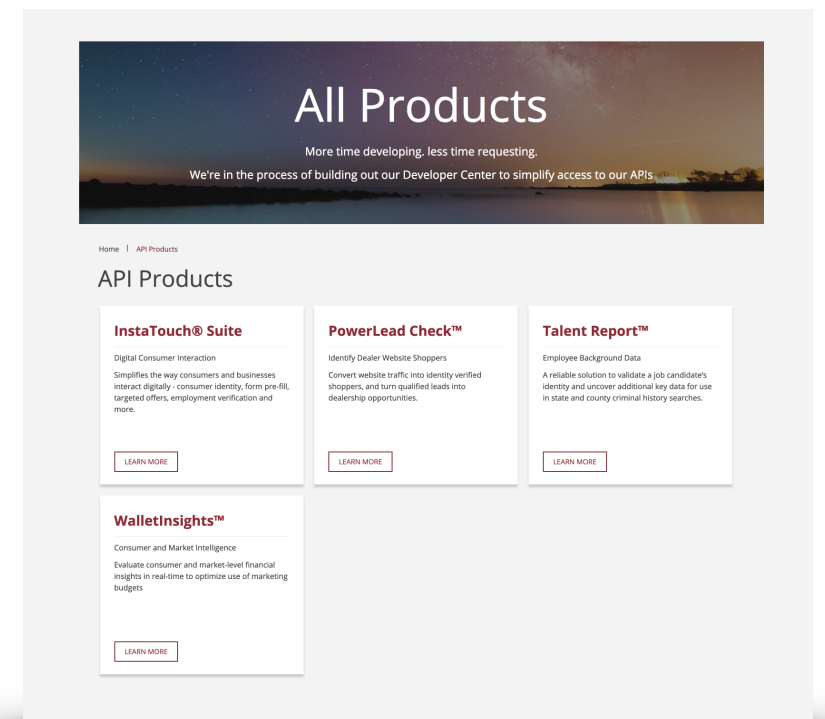
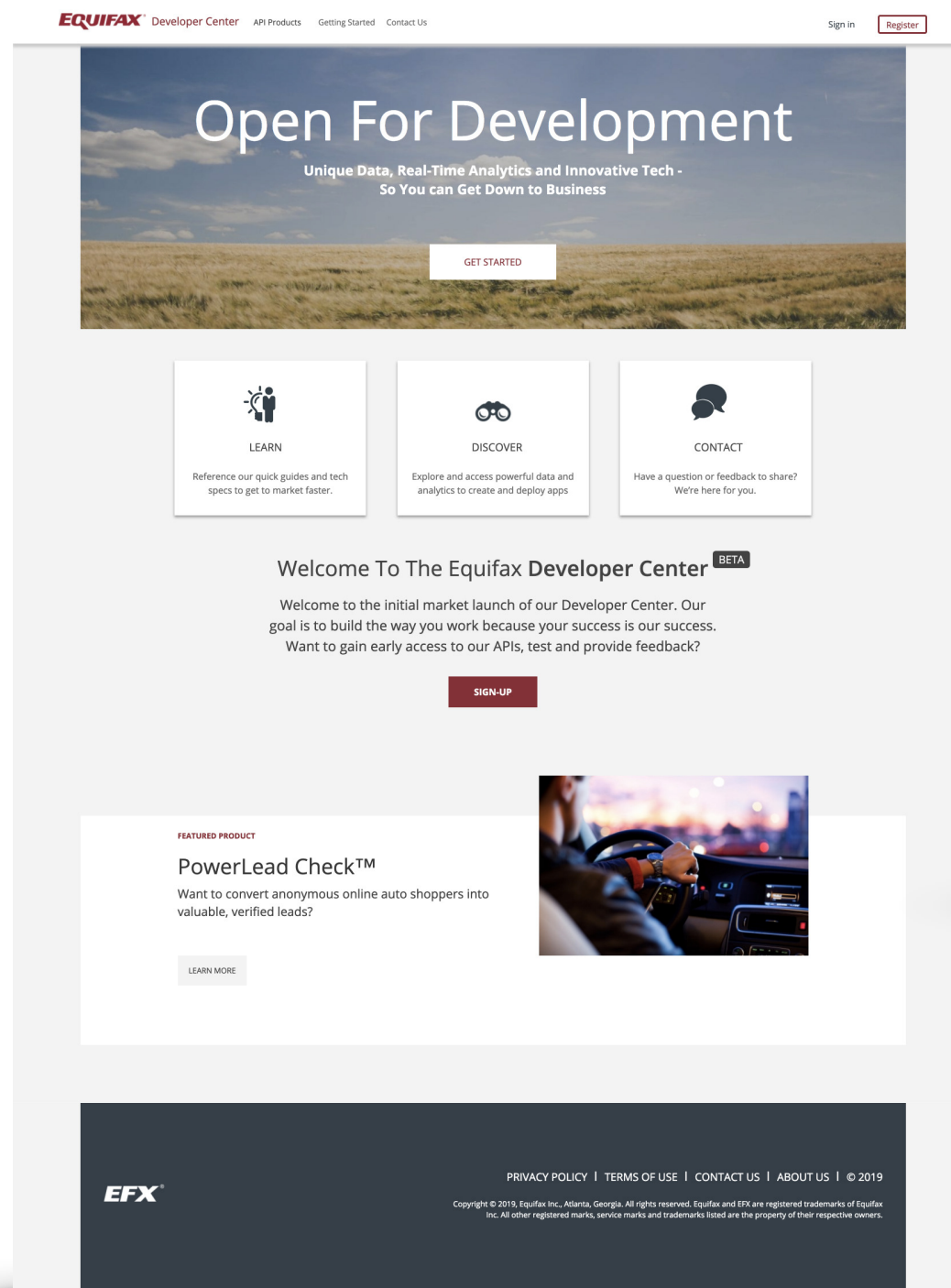
02. Wire framing & Prototyping

03. Rapid A/B Testing

Equifax Developer Portal

Hi-Fi Screens and wireframe prototypes

The high fidelity screens helped to establish a realistic experience to encourage useful feedback from stakeholders.





Equifax Dev Portal

01. Competitive Analysis

02. Wire framing & Prototyping

03. Rapid A/B Testing

Equifax Developer Portal

A/B Testing features within the user experience

We asked the question “can we refine the search tool to reflect API reference tags in the library?” We then tested the new feature with users and other stakeholders to find if it was useful to their experience.

Home | API Reference

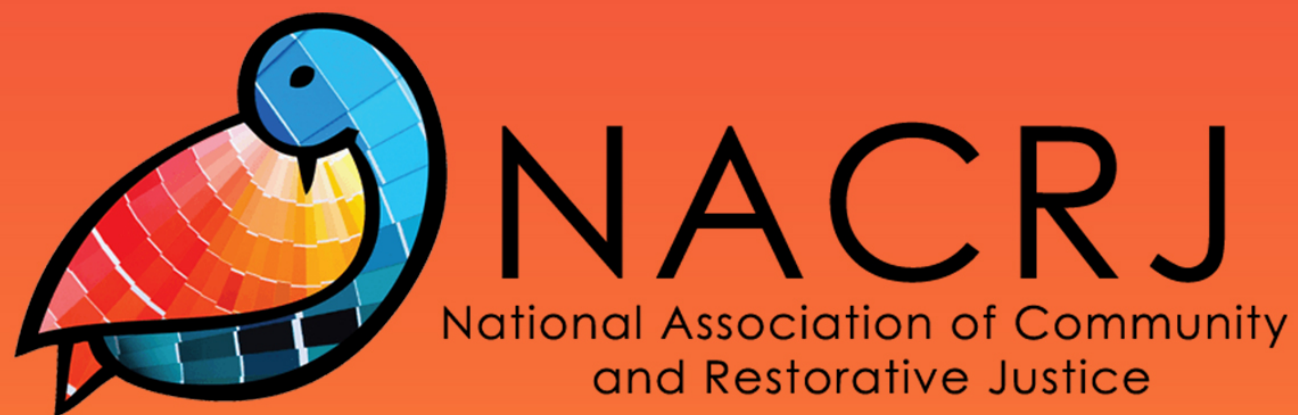
API Reference

Search for APIs

API Name	Product	Product Tags
Talent Report ID	No Content	No Content
Talent Report Employment	No Content	No Content
InstaTouch Plus	InstaTouch® Plus	No Content
InstaTouch Pay	InstaTouch® Pay	No Content
InstaTouch Account on File	InstaTouch® Account on File	No Content
OFAC Alert	No Content	No Content
PowerLead Offer	No Content	No Content
PowerLead Plus	No Content	No Content
PowerLead Check	PowerLead Check™	No Content
PowerLead Identity	No Content	DATA APPEND APIS
ScoreOnly	No Content	IDENTITY APIS DATA APPEND APIS
Talent Reports	Talent Report™	GEO/LOCATION APIS
InstaTouch ID	INSTATOUCH® ID	No Content
InstaTouch employment	InstaTouch® Employment	No Content



The newly added
“Product tags” column
to the API Reference
search results page.



Conference Registration Tool

What is it?

NACRJ is a non-profit organization that focuses on effective forms of justice that are safe, just, equitable, sustainable, reparative and socially constructive. NACRJ hosts the National Conference of Community and Restorative Justice and is seeking a new and unique solution for registration for its members.

Why build it?

NACRJ expressed a strong desire to create a new registration process for its annual conference that would reflect the org's values and allow for a more equitable digital experience.

How did I contribute?

- Conducted **UX Research** by developing **field studies and crafting user interviews & surveys**
- Built and **developed personas** for the purposes of creating a **journey map and a detailed user story**.



NACRJ Registration Tool

01. Survey / User Interviews

02. Persona Building

03. Mobile Wireframes

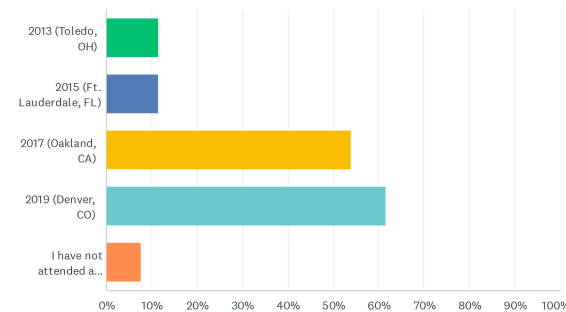
NACRJ Registration Tool

Discoveries and insights from user surveys

In the initial phases of the research process, I met with stakeholders to help design and craft a quantitative user survey that reflected users previous experience in conference registration and attendance.

Q1 Have you attended a previous NACRJ Conference? Select all that apply.

Answered: 26 Skipped: 0

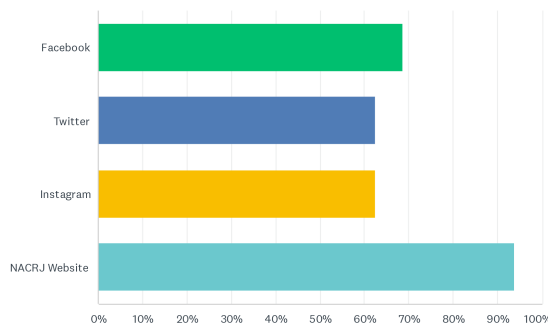


ANSWER CHOICES	RESPONSES	
2013 (Toledo, OH)	11.54%	3
2015 (Ft. Lauderdale, FL)	11.54%	3
2017 (Oakland, CA)	53.85%	14
2019 (Denver, CO)	61.54%	16
I have not attended a conference.	7.69%	2
Total Respondents: 26		

In order to determine if a tool would be useful to members, I asked basic questions in the first round of surveying.

Q7 If you answered Yes, and please tag me on social media along with my response to the previous question, please indicate where you would like your message to be shared. Select all that apply:

Answered: 16 Skipped: 10



ANSWER CHOICES	RESPONSES	
Facebook	68.75%	11
Twitter	62.50%	10
Instagram	62.50%	10
NACRJ Website	93.75%	15
Total Respondents: 16		

Stakeholders wanted to see what numbers would be most insightful in evaluating if a separate feature would be valuable.



NACRJ Registration Tool

01. Survey / User Interviews

02. Persona Building

03. Wireframes

NACRJ Registration Tool

Based on the data from the user surveys, I began to build personas

I wanted to keep the focus on what the users needs were and to avoid the “scope creep” of additional features. Also I wanted to show the persona’s key tasks while in the registration process as well as their emotional state.



Emily

Title: Sociology Professor

Needs to accomplish ...

- What rooms are available
- Gain details about location
- See a schedule of events

Needs to feel ...

- Not overwhelmed
- At ease

Considerations ...

- How can Emily interact with an event staff member to get more detailed information



Aaron

Title: Student Volunteer

Needs to accomplish ...

- What amenities are offered
- Gain details about location
- See a schedule of events

Needs to feel ...

- Confident in registering
- Excited about attending

Considerations ...

- How can Aaron see a listing of things to do around the hotel



Amber

Title: Community Organizer

Needs to accomplish ...

- How long is the registration period
- See a schedule of events

Needs to feel ...

- Like they understand what’s being offered
- Excited about attending

Considerations ...

- Are there any special rates or offerings for early registration



NACRJ Registration Tool

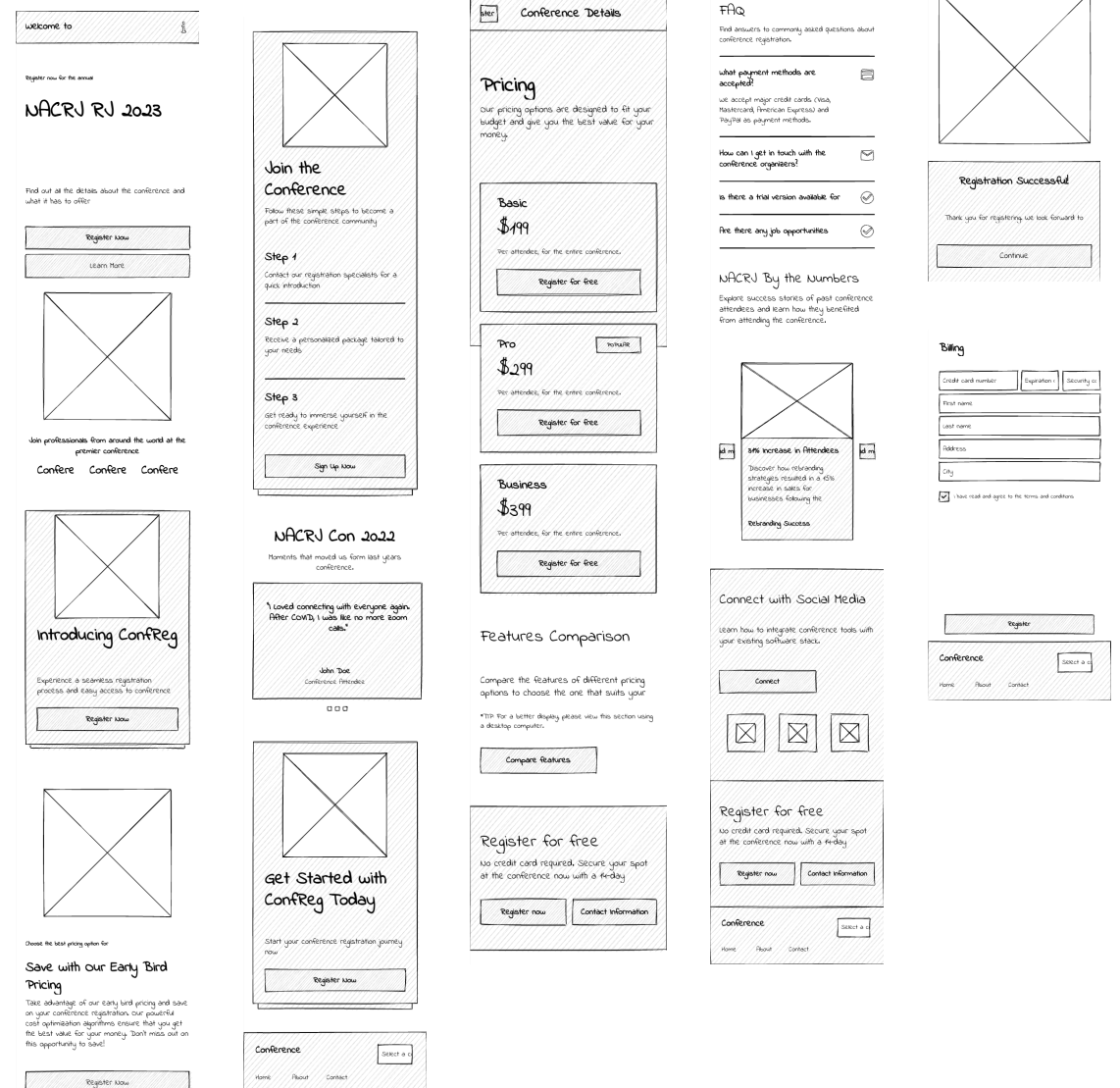
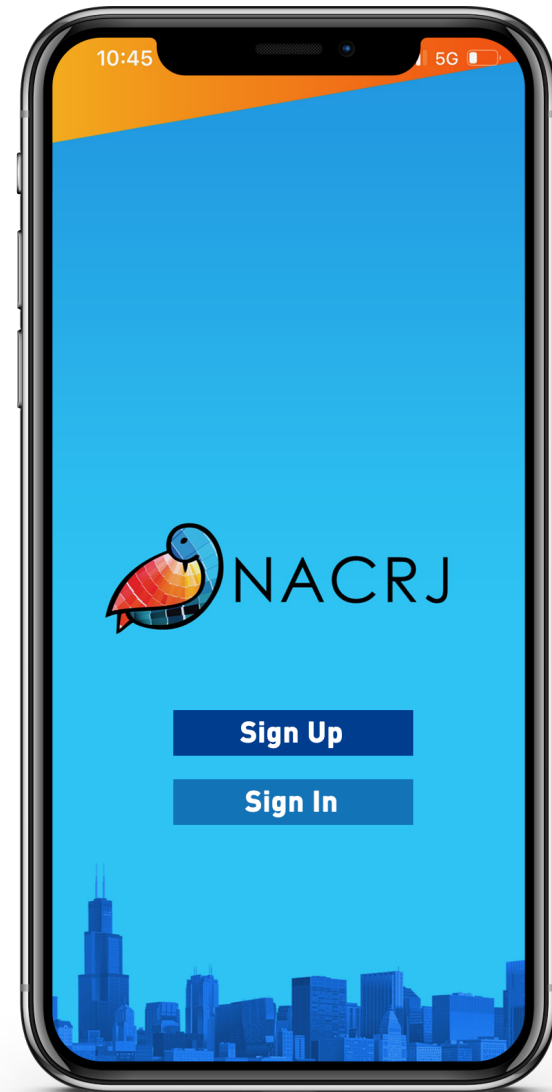
01. Survey / User Interviews

02. Persona Building

03. Wireframes

NACRJ Registration Tool

Mobile Wireframes for the proposed registration tool





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ADDITIONAL PROJECTS



Additional Projects

01. Teachy: Intro / Environment

02. Teachy: Problem / Solution

03. Teachy: Persona / Goals

05. Decoda Social Network

06. Decoda Social Network

Teachy

Great ideas by dedicated teachers
for collaborative lesson plans!



The Environment:

There are an estimated **1.2 million**
K-8th grade teachers.

There are also **38.6 million**
students at the same grade level

1 to 39 student/teacher ratio

Per: National Center for Education Statistics





Additional Projects

01. Teachy: Intro / Environment

02. Teachy: Problem / Solution

03. Teachy: Persona / Goals

05. Decoda Social Network

06. Decoda Social Network

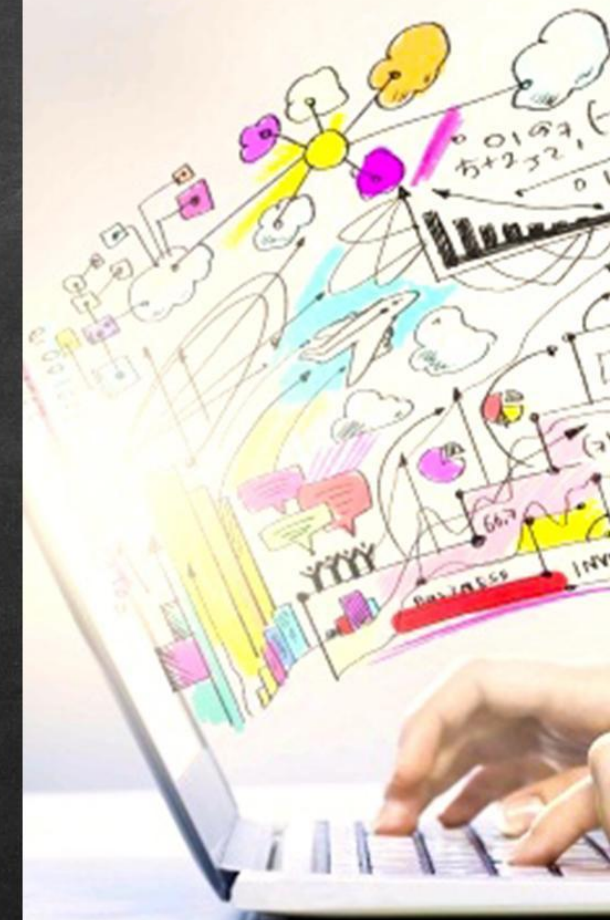
The Problem:

- Many teachers cannot find an online repository of adequate updated lesson plans for their classroom.
- Educators do not have a dedicated hub that serves to share active ideas from other confirmed educators.
- There is currently no online environment where teachers and school administrators can choose or edit specific criteria for a lesson plan that fits their curriculum.

The Solution:

... is Teachy!

An online environment where educators (K-8th grade) are empowered to upload lesson plans, share ideas and edit their content in a collaborative environment!





Additional Projects

01. Teachy: Intro / Environment

02. Teachy: Problem / Solution

03. Teachy: Persona / Goals

05. Decoda Social Network

06. Decoda Social Network



**Edna
Cofield**

**8th Grade
Science Teacher**
(previously taught 5th
and 3rd grades)

Characteristics about Edna:

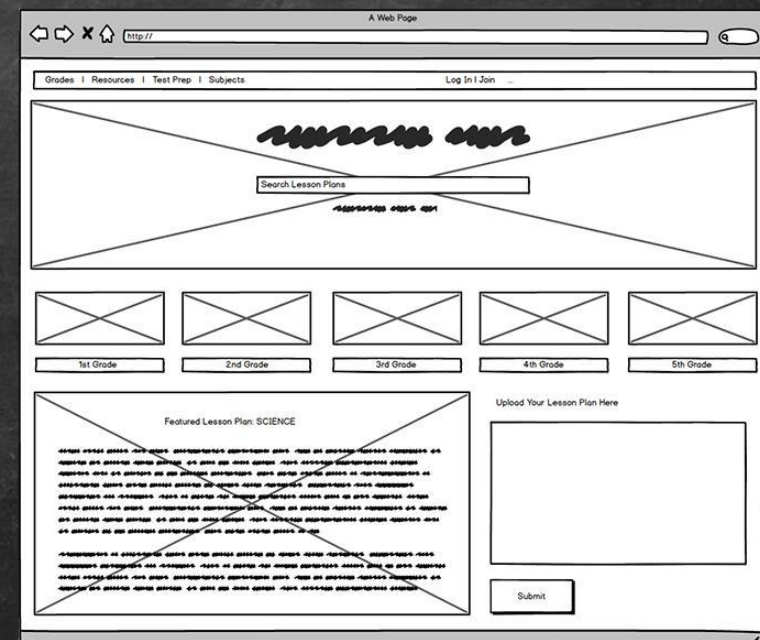
- Passionate about all kinds of learning.
- Active reader and stays updated on current events.
- Loves to travel and engage new people.
- Active in her community and volunteers regularly.
- Is active on social media

Persona Goals:

- Doesn't want to just "teach" but desires to actively share knowledge with students in the most creative way possible.
- Needs materials and resources that fit her curriculum and fall within her districts guidelines.
- Wants to frequently partner with other educators to get ideas and share knowledge and be an active contributor in the space.

The Goal:

1. Give teachers simple interface to upload/download lesson plans.
2. Provide straightforward user accounts for collaborating.
3. Deliver an easy WYSIWYG editor to arrange ideas and details.





Additional Projects

01. Teachy: Intro / Environment

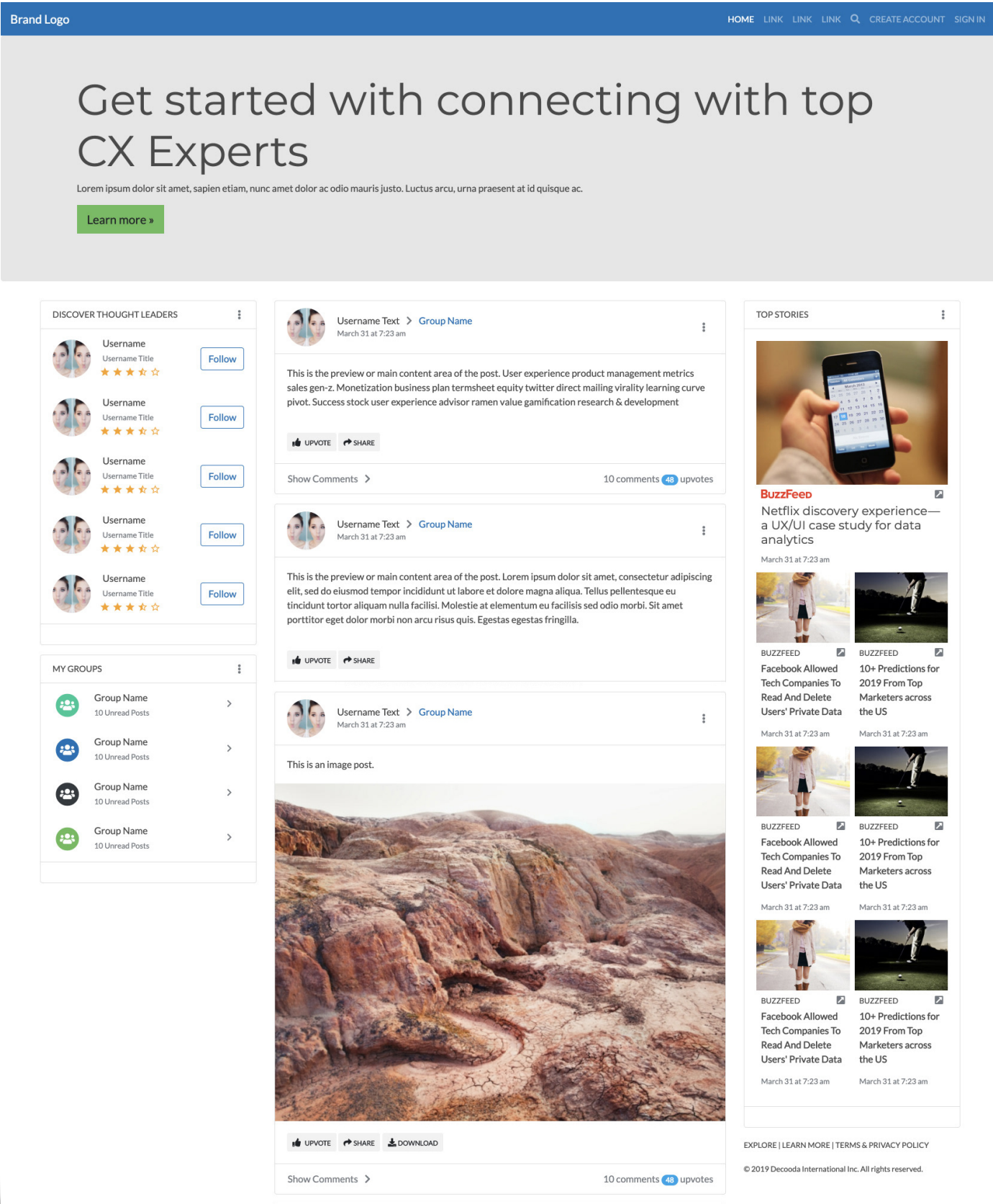
02. Teachy: Problem / Solution

03. Teachy: Persona / Goals

05. Decoda Social Network

06. Decoda Social Network

Decoda CX Social Network - Hi-fi UI screens





Additional Projects

- 01. Teachy: Intro / Environment
- 02. Teachy: Problem / Solution
- 03. Teachy: Persona / Goals
- 05. Decoda Social Network
- 06. Decoda Social Network

Decoda CX Social Network - Hi-fi UI screens

DASHBOARD

TOPIC COMPARISON

TOPIC TRENDS

TOPIC ANALYSIS

POST STREAM

TASKS

REPORTS

SURVEYS

decooda CX I.Q.™

VIEW SURVEYS

CREATE SURVEY

All Surveys Archived Deleted

NAME	STATUS	# OF QUESTIONS	LAST UPDATED	CREATED DATE	CREATED BY	RESPONSES	LAST RESPONSE
Survey Name	DRAFT	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	DRAFT	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	OPEN	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	OPEN	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	OPEN	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	CLOSED	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	CLOSED	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	CLOSED	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	CLOSED	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019
Survey Name	CLOSED	125	Tuesday 12/22/2019	Tuesday 12/22/2019	User Name Here	52	Tuesday 12/22/2019

decooda CX I.Q.™

VIEW SURVEYS

CREATE SURVEY

Blank Survey Copy Survey Use Template Import Content

SURVEY NAME

IMPORT FROM A DOCUMENT

Your document must be in a specific format for this to work.

BROWSE

☒ Assign number to survey question

CANCEL

CREATE SURVEY

Survey Name

CLOSED

125

Tuesday 12/22/2019

Tuesday 12/22/2019

User Name Here

52

Tuesday 12/22/2019

Survey Name

CLOSED

125

Tuesday 12/22/2019

Tuesday 12/22/2019

User Name Here

52

Tuesday 12/22/2019

Survey Name

CLOSED

125

Tuesday 12/22/2019

Tuesday 12/22/2019

User Name Here

52

Tuesday 12/22/2019

Survey Name

CLOSED

125

Tuesday 12/22/2019

Tuesday 12/22/2019

User Name Here

52

Tuesday 12/22/2019



MARC ADAMS

RELATED AREAS OF EXPERTISE



Additional areas of expertise

In my time as a working professional, I've contributed to several major brands and industries! Listed below are a few highlights.



4QuartersOnline.com - Media Director

- **Led a team of 10**, while overseeing all digital production and front-end development. Created the UI visual system and detailed interactive interfaces
- Directly **responsible for growing the digital production team from 2 to 10 members** and **actively mentored** content producers and UI designers
- **Created UX workflows** and online media strategies that **increased company revenue more than 70%**.



Florida A&M University Athletics - Sr. UX Designer

- Delivered a complete redesign of the university Athletics site, while creating social media design applications and driving the content strategy
- **Conducted interview sessions with coaches and athletic personnel** to gather data and feedback for content curation
- Developed a standardized site architecture and managed the day-to-day up keep of FAMUAthletics.com



State Bar of Georgia - Lead Product Designer

- **I proactively communicated with leadership and stakeholders daily** on project updates, deliverables and project
- **I provided a major overhaul project workflow by migrating our team over to the Basecamp project management tool**
- I regularly collaborated with marketing, IT, and sales departments to develop key metrics, define design requirements and project roadmaps



MARC ADAMS

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