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Design Portfolio Link

LinkedIn

Kameron Adams

Professional Summary

UX/UI Designer with 4 years of experience leading projects that bridge design, marketing, and business strategy. Co-founder of **AllDazeWork**, a boutique design studio, delivering digital experiences that drive measurable growth. Self-taught since 2021, with a track record of turning user insights into results — from boosting website traffic and conversions to creating scalable design systems. Strong collaborator who thrives in cross-functional environments and believes great design is equal parts empathy, strategy, and craft.

SKILLS

Research & Testing: User research, interviews, usability testing, personas, journey mapping, competitor analysis

Design: User flows, wireframing, prototyping, high-fidelity mockups, design systems, accessibility

Marketing & Growth: Google Ads, SEO optimization, content strategy, analytics, brand voice development

Technical: Figma, Adobe Creative Cloud, HTML, CSS, JavaScript, ReactJS, NextJS, TailwindCSS, WordPress CMS

Collaboration: Stakeholder presentations, design workshops, client communication, cross-functional teamwork

EXPERIENCE

AllDazeWork, Atlanta,GA — *UX/UI Designer*

June 2021 - PRESENT

Zaba Therapy (Healthcare / Marketing & Design)

- Led a full-scale **website redesign and marketing strategy** that modernized the brand and improved accessibility. Results: **50% increase in users and 23 new client sign-ups in the first month.**

- Developed and executed a **Google Ads campaign** for a new location with service-specific ad groups, a custom landing page, and conversion tracking — **driving a 46% increase in inquiries within 2 months**.

- Built and optimized a **content & SEO strategy** with 3 monthly blog posts, ongoing keyword optimization, and metadata improvements — delivering a **68.4% increase in organic search traffic within 4 months**.

- Balanced **human copywriting and AI tools** to create content that was both SEO-driven and authentic, reinforcing brand voice while scaling production.

AAU Basketball App (Sports / Mobile Experience)

- Designed a mobile app prototype for team management, player stats, and tournament scheduling.

- Conducted **user interviews and feedback analysis** with coaches, players, and parents, using insights to refine flows and features.

- Created a **data-driven Figma prototype** tested with end users to validate usability and value.

AI Accountability App (Consumer/AI-Powered Productivity Tool)

- Designed an **AI-driven accountability app** that transforms conversations into actionable goals through adaptive conversation flows.

- Conducted **user research to validate problem-solution fit**, uncovering challenges in habit formation and accountability.

- Designed contextual check-ins, personalized schedules, and **engagement-based flows** to improve consistency and reduce cognitive load.

- Built a **Figma prototype and feature roadmap** to support habit-building and long-term adoption.

Apptivity (Enterprise SaaS/Sales Productivity Dashboard MVP)

- Designed an **MVP dashboard to consolidate KPIs and workflows** across Salesforce, Outreach, & LinkedIn.

- Created **performance scorecards, productivity heatmaps, and gamified reporting** to help sales managers identify inefficiencies.

- Delivered drill-down patterns and workflow insights that reduced platform-switching fatigue and surfaced coaching opportunities.
- Worked in **6-week agile sprint cycles** with a Business Sales Manager to prioritize features for **MVP launch**.

EDUCATION

Kennesaw State University — *Bachelor's Degree*

Google UX Design Certificate

Jan 2023 – June 2023