

# Adam Howard

INFORMATION ARCHITECT | DESIGN RESEARCHER

## contact:

917.584.2078  
adam@adam-howard.com  
www.adam-howard.com

## education:

### Master of Design, Communication Planning and Information Design

CARNEGIE MELLON UNIVERSITY | PITTSBURGH, PA | DECEMBER 2011

### Bachelor of Arts, Psychology

CARNEGIE MELLON UNIVERSITY | PITTSBURGH, PA | MAY 2004

## methods:

Competitive Analysis  
Contextual Inquiry  
Ethnographic Research  
Participatory Design  
Persona Development  
Scenario Development  
User Interviews  
Wireframing

## experience:

### Information Designer

PROGRAM FOR DELIBERATIVE DEMOCRACY | PITTSBURGH, PA | 2010–PRESENT

Design and test educational documents for poll participants. Collect and synthesize data from deliberative events into reports for distribution to policymakers and media outlets.

- Conduct usability testing on documents to ensure they are understandable and effectively communicate necessary background information on the policy or poll topic
- Design content and create visuals to improve reader understanding of complex material
- Design final reports for distribution to local government officials and media outlets

### Design Assistantship

CARNEGIE MELLON UNIVERSITY | PITTSBURGH, PA | 2010–2011

Worked with a team to develop concepts for a service that would facilitate thesis research by merging project management tools with collaborative aspects of social media.

- Researched stakeholder needs using surveys and interviews
- Created personas and scenarios to support concept development
- Built wireframes, wrote an implementation plan, and presented results to school staff

### Business Analyst

COLUMBIA BUSINESS SCHOOL | NEW YORK, NY | 2006–2008

Conceived and managed numerous projects to enhance the Executive MBA student experience and streamline department workflow for faculty and staff.

- Developed websites that consolidated and simplified information distributed to students in the school's Executive MBA partnerships with London Business School and the Haas School of Business (University of California, Berkeley)
- Worked on the school's re-branding initiative from planning to implementation, including information architecture and content mapping
- Improved the student experience by implementing technologies such as WebEx for student meetings and interactive classroom technology for remote access to classes

### Technical Specialist

COLUMBIA BUSINESS SCHOOL | NEW YORK, NY | 2005–2006

Managed technical support for over 600 Executive MBA students in three programs.

- Updated support procedures to improve student experience
- Made significant improvements in student satisfaction with technical support

### Assistant Director (Directors Guild of America)

VARIOUS | NEW YORK, NY | 2003–2005

Worked as part of the assistant director team, both on and off-set, to plan and coordinate numerous film and television projects including *Law & Order*, and *The Manchurian Candidate*.

### Directors Guild Trainee

DIRECTORS GUILD OF AMERICA | NEW YORK, NY | 2001–2003

Worked with the production team, cast and crew on projects including *Law & Order*, *Law & Order: SVU*, *Cold Mountain* and numerous commercials.

## software:

Adobe Creative Suite  
After Effects  
Final Cut Studio  
HTML / CSS  
Microsoft Office Suite  
Morae Usability Suite