ADAMBARRY
Product Designer

Adambarrydesign.com
Adam@adambarrydesign.com
231.578.0749
San Francisco, CA

About

With over 15 years of design experience, including six years in product design, I am passionate about crafting intuitive, user-centered experiences that blend creativity with strategy. I thrive on collaboration—working closely with cross-functional teams to bring impactful products to life. My approach balances user needs with business goals. I believe great design is about creating meaningful, seamless interactions that leave a lasting impact.

Software

Figma	HTML/CSS
Adobe XD	Web Flow
Sketch	Blender
Adobe CS	After Effects

Skills

UX Design	Prototyping
User Research	Interaction Design
Usability Testing	Illustration
Design systems	3D

Education

Grand Valley State University, Allendale, MI
08/03 - 04/08

NASAD Accredited Art and Design Program
Emphasis on Graphic Design

Senior Product Designer
Simplecast (Sirius XM company), Jan 2023 - June 2024

I designed intuitive podcast hosting, analytics, and distribution tools to empower creators. I worked to enhance user experience, content discoverability, and engagement through data-driven insights and UX optimizations. These insights were used to translate complex challenges into simple user-friendly solutions.

My work included developing dashboards for in-depth listener analytics, refining campaign and monetization features, creating wireframes, mockups, prototyping then usability testing to drive continuous improvements.

Senior Product Designer
Sirius XM, Apr 2022 - Jan 2023

Played a key role in redesigning the SiriusXM app, making it more intuitive, personalized, and user-friendly for millions of users. Conducted both qualitative and quantitative research to help inform a revised app nav structure. Worked closely with product, development, and marketing teams to revamp the visual language. Launched across iOS, Android, and web, engagement and retention increased. The redesign laid the foundation for future innovation helping SiriusXM maintain a 4.8/5-star App Store rating and a top 10 spot among U.S. music apps.

Senior Product Designer
Pandora (Sirius XM company), July 2021 - April 2022

Led an initiative to improve and expand Pandora's design system, ensuring consistency and scalability across all digital products. Updated typography, layout, and spacing concepts to adhere to accessibility standards and modern design principles.

Product Designer
Stitcher, Jan 2019 - July 2021

Contributed to the comprehensive redesign of the Stitcher app, enhancing both its visual and interaction design. Led the refresh of the color palette, typography, and iconography to create a more modern and engaging look. Improved navigation and user flows by streamlining interactions and reorganizing content structure, making it easier for users to discover and access their favorite podcasts. The improvements led to significant results, increasing weekly-to-monthly active users (WAU/MAU) from 29% to 64% on mobile, boosting new user retention from 48% to 55%, and raising App Store ratings from 2.5 to 4.7 on Android.