

Adam Hickey

Lead Product Designer • Design Systems & AI Enablement

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Professional Summary

Lead product designer with 20 years of experience helping global organizations like Cargill, Intel, and Toro scale better design through design systems, governance, accessibility, and AI-assisted workflows. I build and steward the systems that help product, engineering, and business teams ship consistent, measurable outcomes. Known for using AI to multiply the design system rather than just my own output, with the judgment calls staying human.

Experience

RBA Inc — Lead UX Product Designer (2013 – Present)

- Lead enterprise product design and UX strategy for clients in manufacturing, healthcare, financial services, and the public sector.
- Partner with product, engineering, and business teams to align experience with measurable outcomes: efficiency, adoption, quality, and ROI.
- Build and govern design systems across SAP, Microsoft, Umbraco, and Sitecore platforms.
- Use AI to multiply the design system. Documentation drafts, drift audits, design-to-code alignment checks, and research synthesis, with human judgment on every decision.
- Lead accessibility, DesignOps, and governance practices; mentor designers on using AI with the design system without lowering standards.

Selected projects

- Scaling enterprise product design across 40+ SAP applications (design systems, governance, accessibility)
- Reducing operational overhead by 80% through a USDA grant-management portal (research, workflows, public website, online community, accessibility)
- Orchestrating real-time logistics for a 450+ truck fleet (cockpit UI, real-time fleet visibility, dispatcher workflows)

Core Capabilities

Design systems & governance • UX strategy & research • Enterprise workflow design • AI-assisted workflows & design-to-code alignment • Documentation & design education • Accessibility • Information architecture • Interaction & UI design • Prototyping & usability testing • DesignOps & workflow optimization • Stakeholder facilitation • Analytics & UX measurement • Visual & brand integration

Design Tools & Platforms

Figma/FigJam • Adobe Creative Suite • Claude Code • Gemini • ChatGPT • Sitecore • Umbraco • SAP Fiori • SharePoint • Power Apps • Power BI • Google Analytics • Accessibility (WCAG 2.1 AA, screen readers, keyboard navigation)

Education

Bachelor of Science in Graphic Design, University of Minnesota–Twin Cities (2005)

Prior Professional Experience

Pixel Farm — Interactive Designer (Jan 2008 – Apr 2013)

- Created user flows, wireframes, and visual prototypes for digital products.
- Built front-end experiences using HTML, CSS, and jQuery in Joomla! and WordPress.
- Led rebranding initiatives and developed complete visual identity systems.

LEVEL — Interactive Designer (Jan 2006 – Jan 2008)

- Designed and developed front-end websites in HTML, CSS, and Flash; partnered with project managers, creative leads, writers, and developers.

ByDesign — Graphic Designer (Jan 2005 – Jan 2006)

- Supported University of Minnesota and Twin Cities clients with in-house creative; led a small design team producing interactive Flash games and digital assets.