

Adam Hickey

Independent product designer · Strategy · UX · Systems · Prototyping · Build

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Professional summary

Independent product designer with 20 years in complicated enterprise software, for organizations like Cargill, Intel, CBRE and Toro. I untangle complex products, define what is worth building, and turn it into something people can actually use: enterprise platforms, design systems, and working prototypes. I use AI to scale the design system rather than just my own output, and increasingly build the software myself when a prototype answers a question faster than a spec does. The judgment calls stay human.

Experience

Independent Practice — Product Design

2026 – Present

- Product definition, design, systems and prototyping for complicated software, from ambiguity through to something a team can react to.
- **Door County Found** — a regional travel guide where every place is structured data rather than a blog post. Defined, designed and built end to end, including the editing workflow.

RBA Inc — Lead UX Product Designer

2013 – 2026

- Led enterprise product design and UX strategy for clients in manufacturing, healthcare, financial services, and the public sector.
- Worked with product, engineering, and business teams so design decisions showed up in the numbers they already track: efficiency, adoption, quality, and ROI.
- Built and governed design systems across SAP, Microsoft, Umbraco, and Sitecore platforms, and led accessibility, DesignOps and governance practices.
- Used AI to scale the design system: drafting documentation, auditing for drift, checking design against code, and pulling research together. Human judgment on every decision.

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, accessibility).
- Orchestrating real-time logistics for a 450+ truck fleet (cockpit UI, fleet visibility, dispatcher workflows).

Core capabilities

Product Strategy · UX & Interaction Design · Design Systems · Rapid Prototyping · Front-End Build ·
AI-Assisted Design & Development · Research & Synthesis · Information Architecture · Accessibility

Design tools & platforms

Figma/FigJam · Adobe Creative Suite · Claude Code · ChatGPT · Gemini · HTML/CSS/JavaScript · Astro · Git/GitHub ·
SAP Fiori · Sitecore · Umbraco · SharePoint · Power BI · WCAG 2.1 AA

Education

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

Prior professional experience

Pixel Farm — Interactive Designer / Developer

Jan 2008 – Apr 2013

- Designed and shipped two native iOS apps and an iPad application, including a centennial app for Dorsey & Whitney with an interactive timeline.
- Built the “Build Your Boat” configurator for Lund Boats and a custom store-locator integration for Fulton Beer.
- Designed and built front-end experiences in HTML, CSS, and jQuery across Joomla! and WordPress; created user flows and prototypes, and led rebrands and 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.