

# Adam Bourret

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See my work at  
**adambourret.com**

## Experience

**Lead Product Designer,, Hive.co**  
December 2024 - present

- Leading a design effort to re-architect the Hive platform to allow for AI powered workflows and optimizations to help event marketers sell more tickets

**Product Design Partner, Freelance**  
March 2024 - December 2024

- Providing startup founders with design resources and expertise to help launch businesses and attract investors
- Delivering product visions, design systems, prototypes and UX research

**Director of Product Design, Super**  
November 2021 - December 2023

### Product Development

- 0-1 product development and launch of a new app, combining Super's three business verticals
- Partnered with engineering and marketing to roll out a rebranded design system across the app
- Improved conversion and cross-sell rates through continuous iteration and testing

### Team Development

- Built a team of 12 product designers, UX researchers and managers
- Introduced user research and design strategy to the company through hiring, tooling, and process development

## Skills

### Prototyping with AI

Figma  
Loveable  
Prompt design  
HTML/CSS/JS

### Design Strategy

Defining roadmaps  
Product visions  
Design systems

### UX Research

Customer interviews  
User acceptance testing  
Usability scoring

### Design Leadership

Building design teams  
Coaching and mentoring  
Performance frameworks

## Education

### Centennial College

Interactive Digital Media  
2007-2008

### Brock University

Honours BA, Visual Arts  
2001 - 2005

**Design Lead, Prodigy Education**

January 2021 - November 2021

- Led design strategy for Prodigy's online tutoring platform
- Hired and managed a team of designers and researchers

**Senior Product Designer, Top Hat**

June 2017 - January 2021

- Led the design strategy and vision for Top Hat's interactive textbook offering, including a new authoring space that revolutionizes the way our users create and update educational material
- Led the design on Top Hat's new grading system, switching millions of professors and students to the new version and retiring the old

**Senior Product Designer / Head of Design, Influitive**

May 2016 - June 2017

- Started as a senior designer then promoted to team manager
- Led research, design and implementation of a comprehensive redesign of Influitive's core product
- Managed a design team to achieve professional growth and promote a user driven approach

**UI/UX Lead, Kanetix LTD**

September 2013 - May 2016

**UI/UX Designer, RateSupermarket.ca**

August 2011 - September 2013

**Web Designer, Bluenotion Inc**

November 2009 - Jun 2011