



VIRGINIA ADAMSON

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AREAS OF FOCUS

Product Design
Design Research
Design Strategy
Conversation Design

PREFERRED TOOLS

RESEARCH

Interviewing
In-context inquiry
Competitive analysis
Participatory research
Remote unmoderated testing
Analytics
Microsoft Excel

DESIGN

Sketch
Sketching
Adobe Illustrator
Artios CAD
SolidWorks
Cinema 4D
Chatfuel
DialogFlow

PRESENTING/ PROTOTYPING

InVision
Overflow
Miro
Journey Maps
Video Editing
Adobe Suite

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY BRANDCENTER

M.S. Business, Branding/Experience Design | May 2020

VIRGINIA TECH

B.S. Industrial Design, Honors Scholar | May 2016

EXPERIENCE

PRODUCT DESIGN INTERN | CARMAX

Richmond, VA May 2019 - May 2020

As product designer for an intern product team, I led brainstorming and discovery activities. From these, I made prototypes and final designs for a landing page and two associate-facing tools. I also created research-based frameworks for use across teams.

Accomplishments:

- Designing based on actionable research in an Agile environment
- Setting up a functioning product team from scratch in only ten weeks
- Designing within a visual design system and voice/tone guidelines

PACKAGING DESIGNER | POHLIG PACKAGING

Richmond, VA July 2016-August 2018

I created unique paperboard packaging products for clients in a variety of industries.

Accomplishments:

- Balancing client needs and wants, and working within manufacturing constraints
- Presenting to leadership on the nature of innovation and importance of design

DESIGN ASSOCIATE | RADICAL PROMOTIONS

Charlottesville, VA Summer 2015

As part of a small consulting firm, I honed my graphics and client relations skills by creating an entire catalog for one client, and a logo & design system for another.

HONORABLE MENTIONS

Various dates and locations

QA Tester, Senior Resident Adviser, Volunteer ESL Instructor, Part-time Pasta Chef