

Adam Book

UX & Market Research | Design

My background is in global product management and marketing. I research user perspectives on product design through theoretical lenses of aesthetics, sustainability, and social psychology.

EXPERIENCE

Marketing & Design

Graduate Research Assistant

Auburn University | College of Human Sciences Aug 2021 - Present | Auburn, AL

Researching consumer perspectives on automotive design, gender perspectives on wearable devices, readability of packaging labels, consumer perceptions of nutrition messaging, and food insecurity in the United States.

Marketing Consultant

Able Element Design Aug. 2018 – Aug. 2021 | Sterling, IL

Designed websites and marketing materials. Manage branding, online presence, and social promotion for small businesses. Interpret analytics and promote SEO. Increased exposure 7x & website traffic 5x. Led Kickstarter campaign, reaching \$93k+.

International Marketing Project Coordinator

Wahl Clipper Corp. Jun. 2012 – Aug. 2014 | Sterling, IL

Managed global, multi-million-dollar consumer product lines for 75+ countries. Led consumer research in Europe & Asia. Revitalized product branding / packaging. Built in greater efficiencies in product assortment and production.

Marketing Project Coordinator (Contract)

Living Water Church Sep. 2008 – Dec. 2008 | Tainan, Taiwan

Connected & secured buy-in from non-profit organizations in a successful city-wide youth program. Created advertising plan & established marketing budget.

Marketing Intern

Blue Ridge Mountain Sports May. 2007 – Aug. 2007 | Charlottesville, VA

Conducted data analysis on consumer preferences. Managed product content for online store. Authored radio advertisements.

Language Instruction

English Instructor

David's English Center Oct. 2014 – Jul. 2018 | Tainan, Taiwan

Taught English while completing MS in Human Factors Design. Held seminars at Foxconn-Innolux.

English Instructor

David's English Center Apr. 2010 – Jun. 2011 | Taipei, Taiwan

Held cultural seminars and taught English at KPMG, Credit Suisse, Citibank, & FedEx.

English Instructor

American English School Oct. 2008 – Oct. 2009 | Taipei, Taiwan

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EDUCATION

PhD Consumer & Design Sciences

Auburn University

2024 Expected Graduation | Auburn, AL

MS Human Factors Design

National Cheng Kung University

Sep. 2014 – Jul. 2016 | Tainan, Taiwan

MBA

DePaul University

2011 | Chicago, IL & Taipei, Taiwan

GPA 3.82

BS in Marketing

Oral Roberts University

SKILLS

Market Research

Quantitative & Qualitative Methodologies

Focus Group & Survey Development

Public Speaking

Excel & Microsoft Office

Survey Monkey

Google Analytics & G Suite

Tableau

Adobe Illustrator, Photoshop, & InDesign

Affinity

SolidWorks

SPSS, Jamovi, R

WordPress

Wix

AWARDS

3 Minute Thesis Finalist 2022

MIT Media Lab Competition Finalist 2015

Best in Class Design – Multiple 2015

MBA Capstone Course Winner 2011

LANGUAGES

English

Mandarin Chinese - Intermediate