Adam Baker Product and design player-coach

I help technology teams tackle complex problems and ship elegant products, with a strong focus on advancing the public good.

ab@merges.net
+1 415 370 4516
www.merges.net

Calico

Understanding the biology of aging | Principal Engineer + Designer 2017–2022 (~5 years)

Led design as a practice and executed multidisciplinary UX, de-facto PM, and front-end coding work at this Alphabet (Google) lab. Built software to help scientists collaborate, visualize data, and make sense of their experiments. As interim manager + member of computing leadership group, helped the team redefine its role and created engineering hiring process.

IODINE

People-centered medicine | Director of Product Design 2014–2016 (~3 years)

Interdisciplinary product leadership at Iodine (acquired by GoodRx). Coached and mentored designers and engineers, led sprints, and represented design on management team. Shepherded from a mere "idea-on-a-napkin" to multiple successes including iodine.com—TIME called "the Yelp of drugs"—and Start, a mental health app chosen by Apple to showcase CareKit.

FDA

Protecting the public health | Product + Design Lead contract 2014–2016 (~2 years)

Collaborating with FDA's informatics chief and science teams, built openFDA from scratch—a new, open-source standard for government transparency. openFDA includes unified modern APIs and an interactive website for public health data. Ran interdisciplinary sprints with scientists and developers, created *open.fda.gov*, and documented many of its API endpoints.

Google

How the world finds what it's looking for | User Experience Designer 2007–2012 (~4.5 years)

On a growing UX team, helped evolve existing products and define new ones. First on Search (Suggest, Sidewiki, Public Data, Translated Search, etc.), then in 2+ years at Google.org focused on the public good (Flu Trends, pandemic response, climate change, etc.), and across Google (hands-on design education, sprints, new employee UX orientation, etc.) worked to advance design at Google, especially on under-resourced teams.

marketcircle

Mac business software | Design Director 2006–2007 (~1.5 years)

Led design across Marketcircle, re-envisioned its signature product Daylite, designed Apple Design Award-winning invoicing software Billings from scratch, re-branded the company, and helped grow it from a handful to more than 25 employees by my departure. Wearing many hats, hired and coached designers who went onto Facebook, Shopify, and Apple.

State-of-the-art computing | User Experience Evangelist internship 2002–2003 (~1 year)

I stewarded & wrote content for two major editions of the venerable Apple Human Interface Guidelines and other UX evangelism materials, organized the UX clinic at WWDC, and consulted on Mac UX 1:1 with dozens of developers big and small to ensure they developed the apps with best-in-class Mac OS X user experiences.

Hard skills
Design, product management, software development (JS/Python).

Soft skills
Design & product leadership.
Elevating design organizationally.
Incubating products from scratch.
Interdisciplinary collaboration.
Mentorship.
Translating among complex problem spaces, business, design, and software engineering.

Domain knowledge
Biology & bioinformatics.
Business software.
Climate change adaptation.
Complex problems & UIs.
Data science & visualization.
Design systems.
Developer platforms.
Evidence-based medicine.
Health technology.
Instructional products.
Music production.
Public health.
Scientific communication.
Search.
Shared medical decision making.
Startup advising & mentorship.
Technical training & curriculum development.

Education
B.I.S. in Design/HCI
University of Waterloo