

Adam E. Schaban

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EDUCATION

Cornell University (GPA 3.3)

Expected May 2027

B.S. Product Design, Minor in Psychology/Biology

Ithaca, NY

- Relevant coursework: Digital Product Design, Human Perception in Graphics & Design, Social Psychology, Media Production, Digital Marketing, Web Development, Behavioral Research

SKILLS & CERTIFICATES

Skills: UI/UX Design, User Research, Journey Mapping, Wireframing, Prototyping, Usability Testing

Tools: Figma, Adobe Creative Suite, R, Microsoft Office, Notion, Canva, Capcut, Google Analytics

PROFESSIONAL EXPERIENCE

Cooper Aerobics Health & Wellness Center

May 2025 - Aug. 2025

User Research Intern

Dallas, TX

- Mapped end-to-end member journeys for 1,000+ users to identify gaps in engagement and retention
- Synthesized user feedback and behavioral insights to inform campaign strategy and experience design
- Designed engagement initiatives (events, touchpoints, content) to increase participation and community interaction
- Created user-centered messaging and visual assets to improve clarity, motivation, and service adoption
- Collaborated cross-functionally with marketing, fitness, and nutrition teams to align user experience with business goals

Cornell University Person & Context Lab

Jan 2025 - May 2025

Research Assistant

Ithaca, NY

- Conducted behavioral research on motivation and decision-making to understand user responses under pressure
- Designed and executed studies including participant recruitment, survey design, and structured data collection
- Analyzed qualitative and quantitative data to identify patterns in user behavior and engagement
- Translated research findings into actionable insights relevant to product experience and user interaction
- Communicated insights through written reports and presentations to research team members

Cornell Minds Matter

Jan 2025 - Present

Marketing & Content Team Member

Ithaca, NY

- Created digital content and storytelling campaigns focused on student mental health and engagement
- Designed blog posts and visual assets to increase awareness and participation across campus initiatives
- Collaborated with a multidisciplinary team to plan and promote events and campaigns

PROJECTS

Spotify Music Discovery Feature (UX Case Study)

January 2026 - May 2026

- Led end-to-end product design process to improve music discovery for active listeners
- Conducted user research to identify gaps in recommendation systems and discovery experiences
- Defined core user problem: difficulty finding new music aligned with mood and context
- Designed wireframes and interactive prototypes in Figma exploring swipe-based discovery and social features
- Iterated designs based on user feedback and usability testing insights
- Focused on increasing novelty, personalization, and engagement within the platform

Cornell Men's Soccer Jersey Design Project

- Designed official Cornell Men's Soccer kit worn during Ivy League and NCAA Tournament play
- Translated team identity and culture into a cohesive visual system for athletes and fans

- Conducted stakeholder feedback sessions to iterate on design direction
- Balanced aesthetics, performance needs, and brand consistency

LEADERSHIP & CLUB

Cornell University Men's Varsity Soccer (NCAA Division I)

August 2023 - Present

Student-Athlete

- Competed in Division I program within a high-performance, feedback-driven environment emphasizing accountability and continuous improvement
- Executed team strategy in dynamic game settings, adapting quickly to shifting roles, tactics, and in-game adjustments

Cafe Zeus

Nov. 2025 - Present

Barista

Ithaca, NY

- Balanced high-volume barista role with Division I athletics and full academic course load, demonstrating strong time management and reliability
- Improved customer experience in fast-paced environment through proactive service and team coordination