

Adam Bush

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LinkedIn

Portfolio

Product Design Manager · Design Lead · Design System Architect · AI Consultant

SUMMARY

Design leader with ~5 years in lead roles — teams of 4–5 designers at Atiba, then sole ownership of the Parcl ecosystem through a platform rebrand and \$5.6B in trading volume. Now advising and teaching at the intersection of AI and product. 7+ years in product design across fintech, web3, and AI.

EXPERIENCE

Independent AI Consulting · Founder & Principal

Mar 2026 – Present · Remote

- Building multi-agent orchestration systems for clients exploring AI-native workflows.
- Advising manufacturing and operations clients on integrating AI into business intelligence and internal workflows.
- Designing and delivering AI training programs for client teams — curriculum, delivery, and post-engagement advisory.

Parcl · Lead Product Designer

Jun 2022 – Mar 2026 · Remote · FinTech / Real Estate Trading

- Led the in-house design team (graphic designer, junior product designer) through Parcl's early growth phase, setting design direction and critique cadence.
- Took on sole ownership of the full ecosystem for the final 2.5 years — app, Parcl Labs, marketing site, and brand — through 25+ metro expansions and a V3 launch with no structural redesign required.
- Fintech platform letting people trade real estate as an asset class: \$5.6B in trading volume, 24K MAU at peak, 700K loyalty and referral participants.
- Led the full platform rebrand — terminology, logo, video strategy — taking ownership back from marketing and repositioning Parcl from crypto-native protocol to professional real estate data and trading platform.
- **Developed a designer from zero product experience to senior at his next company over two years** — direct mentorship, weekly critique, and progressive ownership.
- Built trust UX across four distinct user types — web3 natives, tradfi investors, real estate professionals, and first-time buyers locked out of housing. Refactored the DeFi-centric `app.parcl.co` into a tradfi-styled `invest.parcl.co` (Vanguard / Fidelity register) to widen the audience.
- Architected a multi-brand design system with tokenized theming and a design-to-code pipeline (Figma Tokens → Cursor → React) shipping production components directly.

Atiba · Lead UX/UI & Product Design Consultant

Oct 2019 – Jun 2022 · Nashville, TN

- **Led teams of 4–5 designers across multiple parallel projects** in SaaS, fintech, realtech, big data, consumer, healthcare, B2B, B2C, and hardware. Hiring-adjacent and critique-adjacent leadership scope.
- Built the Shell system — a design system that cut handoff times ~80% across the consulting portfolio.
- Notable clients: Johnson Controls (built the security branch that competed with Verkada), Fortified Data (DBA tooling), Hashed Health (3D search for hospital equipment during COVID), RJ Young.

SKILLS

Leadership	Team Lead · Mentorship · Hiring · Design Critique · Stakeholder Alignment · Design Vision · Cross-Functional Collaboration
Systems	Product Design · UX/UI Strategy · Design System Architecture · Design Tokenization · Accessibility (WCAG)
AI	AI System Design · AI Consulting · Agentic Workflows · Multi-agent Orchestration · Design-to-Code Pipelines
Technical	Claude Code · Figma · Figma Tokens · Cursor · Tailwind CSS · Framer · React · TypeScript · Storybook · GitHub

EDUCATION

B.S. Interactive Media Studies & Entrepreneurship — Miami University, Oxford, OH