

ANDREW ADASME

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Instructional Designer | UX Designer: Behavior analyst turned learning experience designer, with 10 years studying how people learn, adapt, and build habits that stick, driven by a belief that real change starts with understanding why people do what they do. Background as a Board Certified Behavior Analyst spans staff training and data-driven program design, skills that map onto adult learning theory and ADDIE. Now focused on instructional design and L&D, building eLearning in Articulate Storyline, with a UX foundation keeping product and research work within reach.

PROFESSIONAL EXPERIENCE

Optimum ABA, Margate, FL 2025 – 2026

Behavior Analyst (BCaBA), Staff Training & Development

- Trained and coached 30+ Behavior Technicians using modeling, prompting, and task analysis, tailoring instruction to each therapist's skill gaps to improve treatment fidelity and performance.
- Designed and delivered monthly staff training curriculum on ABA procedures, providing real-case coaching and updating Behavior Intervention Plans through data-driven decisions to drive client progress.

UX Generalist

- Conducted user research, including interviews, task analysis, and usability testing, to identify workflow friction on the organization's internal platform, then prototyped screen updates in Figma to simplify navigation.
- Partnered with developers and leadership to synthesize usage data and staff feedback into actionable recommendations, prioritizing feature improvements that measurably reduced task completion time.

Lotus Behavioral Interventions, Miami, FL 2021 – 2025

Behavior Analyst (BCaBA), Staff Training & Development

- Onboarded and trained new Behavior Technicians using shaping and chaining techniques, while developing individualized treatment plans that reduced maladaptive behavior and built client independence.
- Collaborated with BCBAs to analyze data and train staff on BACB guidelines and program implementation, delivering curriculum-based training tailored to learning needs.

Lead Web Designer

- Led research-informed redesign of the organization's website, using competitive analysis, usability reviews, and iterative prototyping to improve information architecture, accessibility, and user flow for both clients and job candidates.
- Built a WordPress design system to streamline content updates, doubling site traffic and achieving first-page Google ranking for target search terms.

EDUCATION

User Experience Design | BrainStation, Miami, FL 2022

B.A. Psychology | Florida International University, Miami, FL 2018

CORE SKILLS

Behavior & Learning Design: ADDIE, action mapping, adult learning theory, behavior change principles, training needs analysis, staff training & coaching, curriculum and content design.

Research & Testing: User & learner interviews, contextual inquiry, usability testing (moderated & unmoderated), heuristic evaluation, hypothesis-driven investigation, data synthesis.

Tools & Platform Administration: Articulate Storyline 360, Rise 360, Figma, Webflow, Microsoft Office Suite, TalentLMS administration (SCORM upload, enrollment & completion tracking).