

# Adam Birkner

Product Leadership | Platform Architecture | Technical Systems  
Fluency

[adam@birkner.dev](mailto:adam@birkner.dev)  
<https://www.linkedin.com/in/adam-birkner/>  
(501) 590-3913 Hot Springs, AR

Focused on designing cohesive product ecosystems rather than isolated features, aligning product strategy, technical systems, and execution to drive meaningful outcomes. Comfortable working at the architectural level with engineering teams and prototyping concepts when needed to validate product direction.

## Product & Leadership

Product Strategy, Roadmaps, Outcome Metrics, Prioritization, Domain Lead, Cross-Functional Leadership & Alignment

## Architecture & Engineering

Architecture, Web Application Platforms (.NET, React, Vue), APIs & Integrations, Data Modeling, Design Systems

## UX, AI & Delivery

UX/UI, Accessibility (WCAG), Generative AI, Automation, Localization, Agile Execution

## The C2 Group - Project Development Manager (Remote)

2022 - Present

Deliver enterprise digital platforms within complex client ecosystems, contributing technical leadership across engineering delivery, platform architecture, and product-aligned system design.

- Lead cross-functional frontend and backend engineering efforts delivering enterprise Optimizely CMS platforms across modern frontend and .NET architectures.
- Contribute as both a technical individual contributor and delivery lead, helping guide architectural decisions to ensure scalable, secure, and maintainable solutions.
- Identify platform gaps and help shape improvements that strengthen usability, scalability, and long-term system evolution.
- Translate stakeholders and business objectives into structured technical approaches that align with client needs.
- Collaborate with engineering teams to evaluate architectural tradeoffs balancing product value, technical feasibility, and long-term system health.
- Introduced AI-assisted development workflows and modernized the Figma-to-code pipeline, improving delivery efficiency (~20%), design system consistency, accessibility compliance, and reducing QA overhead.

## Kentucky Kingdom Theme Park, Louisville, KY - Director/Sr Manager/Contractor

2014 – 2021

Owned the strategy and evolution of the park's digital product ecosystem spanning guest experience, operational platforms, and revenue growth.

- Led digital platform and product strategy across web, mobile, operations, and guest-facing systems.
- Built an integrated product ecosystem including guest web/mobile platforms, Virtual Queue/reservation systems, and real-time operational dashboards and dispatch/logging tools.
- Owned digital marketing strategy and \$2.3M budget, using behavioral analytics and data-driven optimization to improve acquisition, conversion, and guest engagement.
- Increased season pass sales 25% and secondary attendance 230% through platform and experience improvements.
- Internalized agency work, reducing cost while improving platform cohesion and delivery control.
- Led cross-functional teams spanning engineering, design, marketing, and operations.
- Built real-time operational systems enabling attraction performance and downtime visibility.
- Introduced mobile and location-aware digital tools improving guest navigation, reservations, and in-park experience.
- Built internal digital platforms supporting ticket sales, guest engagement, public safety, and operational coordination.

## Go Bizrk - Founder & Principal (Independent Product Development & Consulting)

2020 - Present

Develop and experiment with new digital products while advising organizations on product strategy, platform architecture, and system evolution.

Selected Independent Products

- ColorRamp — design system tooling for generating scalable OKLCH color ramps and design tokens.
- DailyDoer — lightweight productivity platform exploring AI-assisted task planning and workflow automation.

#### Advisory & Consulting Work

- Advise clients on platform strategy, UX architecture, and digital ecosystem design.
- Improve acquisition funnels, automation workflows, and digital product performance through UX and system optimization.
- Apply full-stack engineering knowledge to guide architecture decisions and align product direction with technical realities.
- Improved FinTech client product conversion and funnel performance (~22%) through UX and acquisition optimization.
- Contributed to ~25% client revenue growth through product and user journey improvements.

#### J.B. Hunt, Lowell, AR - **Programmer Specialist**

2011 - 2015

- Built operational and mapping systems providing nationwide visibility into distribution health, safety, and delivery performance.
- Developed internal tools and applications supporting marketing, sales operations, and large-scale event coordination.
- Maintained and enhanced enterprise web platforms and internal systems used across distributed teams.

#### Walmart, Bentonville, AR - **Programmer Analyst**

2010 - 2011

- Improved UX and usability of in-store kiosk systems supporting employee task and operational workflows.
- Developed and enhanced scheduling and operational tools improving store-level efficiency.

#### Early Career - Software Engineering Foundations - ABC Financial • CJRW Advertising

2005 - 2011

- Full-stack web and application development across enterprise retail, financial systems, and digital agency environments.

#### University of Arkansas at Little Rock – **BS Information Science, Graphic Design Minor**

2001 - 2005