

Ryan M Scott

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I am a Lead UX and Product Designer with over 15 years of experience in delivering successful solutions to complex customer design problems for web, mobile and responsive platforms. My focus and passion are delivering solutions that tell a complete and engaging narrative, no matter the variables.

Lead UX Designer - CopsForHire; Olympia WA, 2016-2017.

Led redesign of a shipping online marketplace for off-duty Police Officers. Architected updates to the existing product while simultaneously leading junior team members in a product-wide content inventory and analysis project. Conducted weekly design sprints with Product and Business representatives. Interviewed customers and users of the product to acquire actionable feedback. Prototyped and updated mobile and web designs with the Product team to gain Business feedback and Developer buy-in. Managed interns through design related projects such as comprehensive site-wide content inventories and analyses.

Lead UX Designer - on contract at CRRNT; Seattle WA, 2015-2016.

Architected the re-design of a major North American telecom's website which took the property from a static, non-transactional presence to a responsive experience that added shopping. Led major feature enhancements through the lifecycle of the project that included competitive audits and market insights. Presented and iterated on user journeys, sitemaps and mobile prototypes with internal and external clients.

Senior UX Designer, Benefitfocus; Charleston SC, 2012-2015.

Senior UX role in the redesign of a 23 million user-strong cloud-based benefits purchasing and management platform. Developed lean documentation templates for user flows, sitemaps, users journeys, responsive layouts, and prototypes. Collaborated with Product Managers to rapidly prototype and iterate on design solutions for both web and mobile products. Achieved a measurable increase in usability and overall user experience for end users as proven by user testing sessions and product reviews. Mentored junior designers and helped facilitate the growth of the Design Team.

UX Designer, Getty Images; Seattle WA, 2010-2012.

Owned the interaction and visual design for multiple components of the Getty Images website and its subsidiaries. Designed simple solutions for multiple initiatives including the rights-managed pricing calculator, the checkout experience as well as the relaunch of Photos.com. Conducted on-site user testing for key clients utilizing rapid prototyping. Maintained UX team working file templates for deliverables and prototyping.

UX Designer, on contract at Microsoft Health Solutions Group; Redmond WA, 2009-2010.

Sole UX designer in charge of re-designing Microsoft's personal health management Web application - HealthVault. Brought the product's UI out from a BETA state to 1.0 via a comprehensive schedule of user testing and rapid prototyping. Created a new look-and-feel for the application while maintaining brand loyalty. Worked closely with development team to integrate new product designs into existing platform infrastructure. Generated sitemaps and user flows to help identify and improve the product's user experience.

Art Director, RIPL INC; Seattle WA, 2006-2008.

Created original identity for this social networking start-up. Extended brand throughout the product's user interface, collateral and marketing materials. Key contributor in the product's information architecture, deciphering critical flaws and delivering solutions via site mapping, wire-framing and testing. Designed a cross-platform product experience, which included a desktop application, website, and mobile UI. Coordinated multiple assignments with a team of two production artists.

Network Tools Team Lead, Virtuoso, INC; Seattle WA, 2004-2006.

Led team of two user interface designers, one product manager, two developers and two testers in the creation and maintenance of Virtuoso.Net. Directed visual redesign for this 10,000-strong, member-based extranet that focused on user experience.

Lead Interactive Designer, Vendaria, INC; Seattle WA, 2002-2004.

Produced interactive product demonstrations for client's e-commerce websites. Created original interfaces for clients that resulted in increased click-through rates and product visibility.

Interactive Designer, DailyShopper; Seattle WA, 2000-2001.

Created unique e-commerce Web sites for clients. Redesigned DailyShopper.com to improve usability, performance and marketing effectiveness. Designed and produced interactive marketing presentations. Supervised web design team.

Interactive Art Director, Acadio Corporation; Seattle WA, 1999-2000.

Collaborated with executives to create and develop a scalable e-commerce Web site. Assisted in the creation of the corporate identity system. Managed and provided art direction to the image production team.

Interactive Designer, Microsoft; Redmond WA, 1996-1999.

Created original designs and illustrations for the most popular site on MSN, "One Click Away," a weekly online guide to the Web. Designed "Pen Pals," an online site for kids. Developed logos, icons, and interface designs. Produced internet-based promotional materials for MSN and related sites. Created new identities and designs for seasonal channels within MSN.

Other work experience

Consulting work; 1994-present.

Created original iPhone games, iPhone application interaction designs, Facebook application UI, websites, identities, signage, posters and flyers for clients locally and nationwide.

Consultant, Classmates.com; Renton, Washington, 2004.

Designed flexible HTML e-mail templates incorporating shared graphical and advertising elements from Classmates.com using analogous HTML code. Templates enabled Classmates.com to increase click through rates on all outgoing HTML e-mails while simultaneously reducing the cost and file size.

Specific skills

Tools are just that. Currently, I'm loving Sketch as my main tool. It has a great online community, gets updated frequently and allows me to design as fast as I can think. I'm also always following what is going on in the web based prototyping space. Marvel & Invision are my current favorites.

Education

Bachelor of Arts, Western Washington University; Concentration in Graphic Design, Illustration, and Photography.

Continuing education via ongoing conferences and courses, including An Event Apart, the School of Visual Concepts, Seattle Central Community College, Evolve Training Center and Lynda.com.