

## Scott Dean

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### Design Lead - Publicis Sapient

October 2021 – March 2023 • Remote

- Successfully led several North Star projects for clients in the financial and health industries, which involved planning, coordination, and collaboration with various stakeholders to align the projects with the clients' long-term objectives.
- Played a key role in the visual design and UI/UX aspects of the North Star projects, providing guidance and feedback to ensure that the designs aligned with the clients' goals and objectives.
- Created initial design systems to streamline the design process and make it more efficient and effective. This entailed devising templates, guidelines, and recommended approaches that the design team could adopt to promote uniformity and excellence across all projects

### UI/UX Designer - Freelance

01/01/2019 – Present • Dallas, TX

- Collaborate with clients to understand their vision, goals, and target audience and define information architecture and interaction patterns based on gathered insights.
- Develop visual design language/systems that align with the brand identity and project goals and create clickable prototypes for user testing and validation to obtain feedback and refine the design.
- Work closely with the engineering team to ensure design implementation and feasibility, and provide ongoing support throughout the development lifecycle to ensure the design meets the project's needs and goals.

### Senior UI/UX Designer - Disney+

03/11/2020 – 05/1/2020 • Dallas, TX

- Designed and developed an analytics dashboard with a visually appealing interface that provided executives and show runners with real-time insights into key metrics and performance of content.
- Collaborated with data scientists to refine the visual design based on user feedback, ensuring that the dashboard was easy to navigate and understand, resulting in increased user engagement and satisfaction.
- Utilized best practices in data visualization to present complex data in a clear and concise manner, enabling users to quickly identify trends and make data-driven decisions.

### Product Designer - Vinli

Jul 2017 - Nov 2018 • Dallas, TX

- Designed and developed intuitive UI/UX for automotive IoT applications, catering to diverse audiences such as drivers, fleet owners, and enterprises

- Streamlined mobile app development by creating a modular design system, resulting in the ability to produce fully branded/white-labeled native mobile apps in less than a day
- Successfully led and executed a full website refresh from initial conceptual sketches to final web implementation
- Collaborated with cross-functional teams, including developers and data scientists, to visually design an effective primary dashboard for a Machine Learning / A.I. product.

### **UI Designer (Contract) - Fossil Group**

April 2016 – November 2016 • Richardson, TX

- Created visual and UI designs for all companion mobile apps of the brand's hybrid smartwatches and activity trackers.
- Helped to simplify the user experience (UX) of the brand's companion mobile apps for hybrid smartwatches and activity trackers.
- Collaborated with internal teams to perform user acceptance testing (UAT) of different hardware products.

### **UI/UX Visual Designer - Soap Hope**

October 2015 – April 2016 • Dallas, TX

- As a Creative Director, overseeing and leading the redesign of Soap Hope's e-commerce site to ensure that the new design aligned with the brand's vision and goals.
- Collaborating with the design team to come up with creative and innovative ideas for the new look and feel of the website that will set it apart from competitors and improve the user experience.
- Ensuring that the new design is consistent across all digital and print platforms, including the website, mobile site, email newsletters, and other promotional items, to strengthen the brand's identity and messaging.

### **UI/UX Designer - Tantrum Street**

October 2012 - September 2013 • Dallas, TX

- Designing wireframes, mockups, and specifications for POS systems and mobile wallets
- Creating visually appealing and precise concepts for mobile apps and web dashboards
- Collaborating with the engineering team to ensure that design specifications are met.

### **UI/UX Designer - Dialexa**

October 2013– September 2013 • Dallas, TX

Collaborated with engineers and creative directors to produce mockups for web, mobile, and desktop applications while keeping in mind the branding and messaging of the product, and ensuring accessibility and usability for all users through the creation of cohesive visual elements.

### **UI/UX Designer - 39Argyle**

January 2010 - March 2012 • New York, NY & Dallas, TX

Collaborated with senior designers and developers to create visually appealing user interfaces for web and mobile applications for clients such as Amazon and Fox Mobile. I conducted user research to improve user experience and created wireframes, prototypes, and mockups to communicate design concepts effectively.

### **Skills**

Skills:

- Proficient in UI/UX design tools: Figma, Sketch, Adobe XD, InVision, and Zeplin.
- Extensive experience in wire framing, mockups, and prototyping.
- Strong understanding of design principles, information architecture, and user-centered design.

**References are available upon request**