

EVAN SCOTT

evanscottedesign.com
evanscott7@gmail.com
650.714.2894

UX DESIGN RESEARCH STRATEGY

My focus is on digital user experience design but you'll also find me conducting user research, leading executive workshops, and writing copy when there's no budget for a content strategist.

EDUCATION

IIT Institute of Design
Dual Master of Design & MBA
ID Fellowship
2015

Stanford University
Bachelor of Arts
Science, Technology, and Society
Emphasis in Product Design
2010

AWARDS

Beta Gamma Sigma
MBA Honor Society

Guest Presenter
2015 Capital One Digital
Commerce Summit

Silver Prize
2014 Chicago Innovation Awards
Scholarship Competition

SKILLS

UX design
Design strategy
Ethnographic & user research
Creative team leadership
Workshops and team alignment
Product storytelling
Copywriting
High-resolution prototyping
Spreadsheet modeling

Adobe Creative Suite
Sketch
Figma
InVision
Principle

WORK EXPERIENCE & HIGHLIGHTS

Recap Medical *Head of Design*
June 2018 - January 2019 // Seattle, WA
Co-founded with two physicians to help post-operative patients avoid opioid addiction

- Collaborated with four anesthesiologists to develop mobile app product strategy**
- Integrated subject matter expertise from physicians, journals, and market research
 - Aligned team around a cohesive product vision and company mission
 - Drove efficiency and repeatability for multiple funding applications
 - Secured \$50k in seed funding from UW CoMotion Labs

Tectonic (acquired by Blink UX) *UX Designer, Design Strategist*
October 2015 - April 2018 // Seattle, WA
Executed UX design projects for digital products used by billions of people

- Managed UX design team to apply Microsoft Fluent Design System to Office 365**
- Synthesized client scope of work and delegated component tasks to design team
 - Aligned disparate opinions of Office VPs by facilitating an executive workshop
 - Pitched and envisioned features now rolling out with Windows 10

- Wrote IoT UX strategy for "6-pager" delivered to AWS CEO Andy Jassy**
- Augmented AWS business team to provide user-centered perspective
 - Produced personas to illustrate user needs, use cases, data flows, and market size
 - Proposed AWS IoT Device Management and AWS IoT Analytics, released in 2018

- Created deck and pitched winning proposal for \$500k Indeed.com redesign**
- Adapted Tectonic portfolio and process into a narrative and reusable pitch deck
 - Wrote talking points delivered by founder, two other designers, and myself
 - Differentiated team by aligning design process to client company culture

- Envisioned product features for [premium TV network] streaming services**
- Facilitated first "brainwriting" session, now company standard for ideation
 - Developed HTML prototype to illustrate wireframe concepts that required video
 - Pitched concepts validated years later by competitor Netflix after work was tabled

Fuseproject *Design Strategy Intern*
May 2014 - August 2014 // San Francisco, CA
Executed preliminary design phases for physical and digital products

- Conducted ethnographic research for Uber LED windshield device piloted in 2015**
- Interviewed and observed 20 drivers in their cars
 - Tested multiple prototypes to determine ergonomics, feasibility, and interest
 - Produced a video recap for Uber executives who greenlit further design work