

N. CASH SCOTT | WWW.CASH-SCOTT.COM

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Summary

Highly motivated and experienced Director, UX/UI with over fourteen years of experience in building responsive web and mobile applications, and e-commerce websites.

I have been responsible for being on the front-line leading and facilitating the identification, definition, design strategy and delivery solutions. I am a dynamic team player with developed written, collaborative, and presentation skills with a proven ability to meet tight deadlines while managing multiple projects at any given time.

My approach to User Experience and design is simplistic and direct with a focus on usability, accessibility, and user research. With Research, User Personas, Customer Journey Maps, and User Flows, each of my projects captures the critical elements of the user and articulates the "winning idea".

Work Experience

HealthPlan One

Director, UX/UI – Trumbull, CT / 2020-Present

Projects: clearmatchmedicare.com (Medicare E-Commerce)

- Oversee strategic design and deployment plan for clearmatchmedicare.com
- Create a project plan for a team of two Designers, three Front-End Developers, Business Analyst, Project Manager and two Analysts
- Agile Environment with 2-week Sprints (15-minute daily standup meetings)
- Write technical tickets (Wrike & JIRA) for development team
- Work with overseas software development company for clearmatchmedicare.com/blog
- Reported on project progress, offer viable solutions and opportunities as they arise
- Weekly update meetings with Product, Marketing, Stakeholders and C-Level Executives
- Lead on Wireframe and Prototype stages using Adobe XD
- Conduct user research with outside firm FROM to develop User Personas, Customer Journey Maps and User Flows.
- Test concepts on UserTesting.com before handing over to development teams

Chateaux

Senior Technologist (Contract/Remote) – South Norwalk, CT / 2018-2020

Projects: Cartus, Oath (Verizon Media Group) Intranet on Custom CMS, New York City Department of Social Services Case Management Web Application, TrueTickets Native Mobile App with IBM (Blockchain), EMGSports and Jrlon Manufacturing Websites (PM Tools - JIRA, Avaza, and Slack).

- Oversee strategic design and deployment plan, monitoring and adjust/adapt accordingly
- Create design project plans for a team of three designers
- Maintain project objectives with daily stand-ups, sprint grooming and sprint retrospective meetings
- Monitor production, quality, and total hours used per project member
- Identify and resolves issues and risks to move project along smoothly
- Reported on project progress, offers viable solutions and opportunities as they arise
- Manage resources to make sure deployment is on track (MVP, Phase 1 and Phase 2)
- Lead on Wireframe and Prototype stages using Sketch, Invision and Adobe XD.
- Weekly update meetings with Product, Marketing, Stakeholders and C-Level Executives
- Programming languages used to build products: React, Angular, HTML, CSS, Javascript, JQuery
- Agile Environment with 2-week Sprints

Railroad19 (NBCU Team)

Senior UX/UI Designer (Contract/Remote) – Saratoga Springs, NY / 2016-2018

Projects: NBCU Responsive Web Application Translator, Cable MAM, Actuals App and various graphic projects for MSNBC, CNBC, and NBCSports (PM Tools - JIRA, Basecamp and Slack).

- Oversee UX/UI design strategic plan (material design principles)
- Create project plans for design team while leading white board sessions
- Maintain project objectives and timeline on the design team
- Maintain design team budget (by hours) Monitor production and quality to account managers and stakeholders
- Wrote reports on design team project progress, offered viable solutions and opportunities as they arise
- Lead creative meetings and set expectations for design team
- Produce interactive wireframes and prototypes per enhancement using Sketch and Invision
- Help development team code front-end functionality (HTML/CSS/JavaScript)
- Programming languages used to build products: React, Angular, HTML, CSS, Javascript, JQuery

Publishers Clearing House

Senior Web Designer - Port Washington, NY / 2014-2016

Projects: Design and develop responsive websites, mobile games (iOS) and interactive emails.

- Oversees strategic plan for email marketing on PCH Frontpage and Games
- Create design project plans for landing pages per campaign
- Monitors production and quality with branding guidelines
- Reports on project progress, and offer design and code solutions for email campaigns
- Implement UX/UI best practices on responsive websites
- Manage Jr. Designers and Developers to make sure schedule is on track
- Lead strategic meetings with design and development and set expectations per project

Piaggio Group Americas

Graphic Arts Coordinator – New York, NY / 2012-2014

Projects: Design and manage Vespa, Moto Guzzi and Aprilia responsive websites on a custom CMS, and print marketing material for all brands.

- Lead designer, I created strategic design plans for Vespa, Aprilia and MotoGuzzi Websites
- Maintain project objectives with Director of Marketing
- Monitor print and digital production for Vespa, Aprilia and MotoGuzzi (US and Canada)
- Report on project progress, offers viable solutions and opportunities as they arise
- Implement best web and development practices with Director of Product Development
- Manage timelines to make sure timeline is on track in accordance with bike launches
- Lead design critique meetings and set expectations for various projects
- Maintain and evolve branding guidelines on all products (print and digital)

Avero Inc.

UX/UI Designer / 2010-2012

Projects: Design and develop Avero Slingshot and Single Server Mentoring (SSM).

- Lead designer on responsive and mobile applications
- Design and Develop (HTML/CSS) all company website and landing pages
- Create and maintain design project plans and objectives
- Present and demo creative ideas to stakeholders and C-level Executives
- Reports on project progress, offers viable solutions and opportunities as they arise
- Implement new branding guidelines
- Lead creative strategy meetings and set expectations for design related projects

Doctations, LLC.

Senior Interactive Designer - Garden City, NY / 2007-2010

Lead designer on Doctations.com. A web-based EMR that provides solutions to physicians to help optimize their practice. This product is for physicians and healthcare professionals who are members of the DocPatient Network. There, I designed the customer experience for physicians and patients interacting with the web-based EMR.

Freelance Projects

Cartus (Responsive Web Application), AMEX (UX/UI - iOS App), DC Optics (www.dc-optics.com), Bolt Digital Agency (www.boltwebsolutions.com), Citadel Broadcasting - Sports Content Producer/Web Manager for 26 Radio Station Websites (5 ESPN Radio), Festival Prints: Website (www.festivalprints.com), Columbia University - Dean Hubbard Website, URS - Proposals and Presentations, Deka Design: AMC Transport - Website (www.amctransport.com), Cognac One - Website (www.cognacone.com)

Teaching Experience

The Gateway School – New York, NY / 2012-2014

New Media / Technology / Robotics Teacher 5th – 8th Grade students (8 kids per class)

The Gateway School is a K-8, independent day school that transforms the lives of bright students with language-based learning disabilities and attention deficits. Relying on direct, multisensory instruction and guided by an integrated curriculum, expert faculty teach students the language, literacy, and critical thinking skills that are the foundations for success in mainstream educational settings and beyond.

Education

BFA - Web Design / 2000-2004

Rochester Institute of Technology (RIT) / Rochester, NY

Related Skills/Programs

Adobe Creative Suite (XD, Ps, Ill, InD, Dw), InVision, Sketch, HTML/CSS, JavaScript, Wireframing, Prototyping, UX Strategy, E-commerce UX/UI Design, Web Design, Mobile Applications, Digital Online Marketing, Brand Management, Web Design, Graphic Design, Digital Ad Campaigns, Typography, Social Networking, Digital and Creative Strategy, Email Marketing, Email Design and Responsive Programming, SaaS Analytics, Search Engine Optimization, Sports Blogging, Google Adwords, Google Analytics, Google AdSense, Content Management Systems (Wordpress), JIRA, Avaza, Confluence, Wrike, and Basecamp.

Awards

2017 Graphic Design USA – America Inhouse Design Awards

SELFstarter Website Design - www.self-starter.com

Affiliations

AIGA 2003-Present

Freelancers Union 2007-Present