

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

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Summary

I'm a Senior Technologist with 14 years of experience in Project Management, UX Research, designing and developing mobile apps (iOS), web applications, responsive websites, user interface, user personas, wireframes, interactive prototypes, responsive email design and programming, content creation, project management and creative direction.

My approach to User Experience and design is simplistic and direct with a focus on usability and accessibility. Each of my projects captures the critical elements of the user experience and articulates the "winning idea" — focusing on the experience and downplaying the technology required to get there.

The human-centered touch to my designs ensures that all customer or user touch points positively reinforce the brand and the user, resulting in a more cohesive and coherent product and customer relationship.

Work Experience

Chateaux

Senior Technologist (Contract) – Westport, CT / 2018-Present

I am currently the lead UX/UI Designer and Project Manager for the NYC DSS and HRA new Case Management System. I recently finished Oath's new intranet. While leading the Oath Team (Yahoo, Yahoo Sports, Yahoo Finance, AOL, TechCrunch, Huffington Post and Tumblr) I re-designed www.emgsports.com – A full-service athlete management firm. Chateaux is the parent company of Stormhold.Digital and Tetralys: A Blockchain Division

Railroad19 (NBCU Team)

Senior UX/UI Designer (Contract) – Rocky Hill, CT / 2016-2018

Lead Designer on Translator, REACT, Actuals App and Cable MAM. All projects are internal web applications that help NBC schedule commercials, transfer media files to Netflix, iTunes, Amazon Prime and other various platforms.

Publishers Clearing House

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

Lead designer on frontpage.com and Cash Casino iOS App – process included product and marketing strategy, research, sketch brainstorming, wireframing, prototyping, design, implementation, QA testing, launch.

Piaggio Group Americas

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

Maintained and designed enhancements for Piaggio brand websites - Vespa, Aprilia, Motoguzzi, Piaggio for US and Canada. Website re-designs for www.apriliausa.com and www.motoguzzi-us.com.

Avero Inc.

UX/UI Designer / 2010-2012

Lead UX/UI designer on Avero Slingshot. Research, focus groups, strategy on all aspects of Slingshot. Wireframed and prototype new functionality for plugins based on user feedback from focus groups (Our focus were C-level users/decision makers and purchasing chefs). We worked in agile software development with 2-4 week sprints.

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.

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, Cloud-Base Software User Interface Design, Cloud-Base Software User Experience Design, UX/UI Web Design, Mobile Apps, 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, Confluence, Bascamp and InMotion.

Freelance Contracts

Cartus (Responsive Web Application), AMEX (UX/UI - iOS App), Viacom (Nickelodeon – Website and App), Merrill Lynch (Website), Unfussy Food (Website and Print Re-Brand), The Village Group (Web and Print), DC Optics (www.dc-optics.com), Bolt Digital Agency (www.boltwebsolutions.com), Reader's Digest: Fresh Home Ideas (www.freshhomeideas.com), Citadel Broadcasting - Sports Content Producer/Web Manager for 26 Radio Station Websites (5 ESPN Radio), Festival Prints: Website (www.festivalprints.com), Madison Performance Group - Flash Banner Ads, Columbia University - Dean Hubbard Website, URS - Proposals and Presentations, Deka Design: AMC Transport - Website (www.amctransport.com), Cognac One - Website (www.cognacone.com), Fashion Institute of Technology (FIT) (HR Website).

Awards

2017 Graphic Design USA – America Inhouse Design Awards

SELFStarter Website Design - www.self-starter.com

Affiliations

AIGA 2003-Present

Freelancers Union 2007-Present