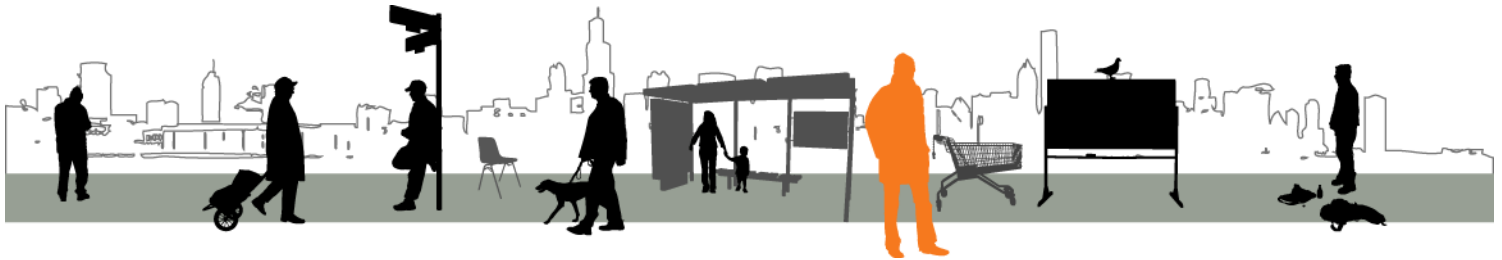


SCOTT SMITH

ART DIRECTOR + UX DESIGNER

view work | <http://www.ideasyndicate.com>
email | scott@ideasyndicate.com



OVERVIEW

- Accomplished, hands-on creative lead and visual/ux designer with 16+ years of in-house and agency experience
- Deep experience with all phases of UX design including content strategy, information architecture, interaction design, wireframing, prototyping, user flow documentation, design pattern libraries and visual style guides
- Proven ability to execute highly branded integrated marketing campaigns for startups to Fortune 500 clients

EXPERIENCE

Wells Fargo

Sr. UX Designer (7.2015 - present)

- Lead Visual / UX design (Physical Channels Interactive) for redesign and modernization of mobile-first web applications that are used every day by tens of thousands of Wells Fargo tellers and bankers to service bank customers.
- Create and document a visual design language and identity that extends the Wells Fargo brand to complex web applications, providing a consistent UX and modern look and feel. I own the way these applications look and function.
- Work with cross-functional and geographically dispersed teams of project managers, business stakeholders and developers in an agile environment.
- Conduct field research and document/apply learnings to UX design.

gotomedia

UX Designer (4.2011 - 6.2015)

- Provided information architecture, content strategy, interaction design and UI design for client websites, intranets, portals, mobile and web applications.

CLIENTS

Google, Echelon, IEEE, SocialIQ, SRI, Symantec, TriNet, Versant, Viator, VMWare

Wells Fargo

Art Director/Sr. UX Designer (6.2010 - 4.2011)

Sr. Visual Designer (3.2010 - 5.2010)

- Designed and produced internal marketing campaigns, communications, and collateral for Wells Fargo's network of 280,000+ team members.
- Led visual and user experience design and branding for *Teamworks*, Wells Fargo's portal intranet site.
- Provided usability and user experience design support for development of online tools and web applications.
- Developed and documented internal brand standards and design patterns and ensured they were applied consistently.

Expert Communications Inc. (Omnicom Group)

Associate Creative Director (2.2009 - 8.2009)

SKILLS

- Strong project management, team leadership, and interpersonal skills
- 16+ years experience designing and producing corporate, data-driven, and promotional websites, web applications, rich media microsites and landing pages
- Expert knowledge of user-centered design, accessibility and usability best practices and standards
- Experience designing and customizing CMS templates (Concrete5, WordPress, SharePoint, Open Text)
- Expert knowledge and hand coding of Actionscript 3, XHTML, DHTML, and CSS
- Experience with all phases of print work — pre-press through final output
- Strong storyboard, illustration, and traditional rendering skills

APPLICATIONS

Axure
Acrobat Pro
After Effects
BEdit
Dreamweaver
Fireworks
Flash
Illustrator
InDesign
Keynote
MS Office Suite
Omnigraffle
Photoshop
Sketch

- Provided creative direction and design for interactive projects including email campaigns and landing pages, display advertising, and a complete redesign and relaunch of the agency's website.

CLIENTS

Adobe, AutoDesk, Polycom, Union Bank

Kessler Group San Francisco

Associate Creative Director (9.2007 - 1.2009)
 Sr. Web Designer (4.2007 - 8.2007)

- Directed design and production of email campaigns, flash display banners and paid search advertising, interstitials, microsites and sitelets, full websites, and web applications.
- Developed engaging multimedia presentations, storyboards, case studies, RFP responses, Power Point decks, and collateral for new client acquisition efforts and B2B support.

CLIENTS

AARP, American Eagle Outfitters, Avon, Cabela's, ESPN, Fox Entertainment, GE Money, Harley-Davidson, HSN, L.L.Bean, MBNA Canada, Nike, PetSmart, RFC, Sony, Staples, Starwood Hotels, Virgin America, VistaPrint, Walmart, WaMu

RESULTS

- An interactive presentation created for GE Money helped them win a new business partnership worth \$100 million.
 - Jane Thompson (President, Walmart Financial Services) said we "set the bar so high that it won't be met for years," referring to a rich media presentation my team and I created. It resulted in 3 additional projects for the agency worth \$70K.
-

University of California Office of the President

Director of Web Services (2006 - 07)
 Sr. Art Director (2002 - 06)
 Art Director (2001 - 02)

- Provided strategic design and brand leadership for University Affairs, the marketing and communications unit of the UC system comprised of 10 campuses, 3 national labs, and 170,000 employees.
- Managed all design, development, and production for UC's system-wide portal, and a variety of California Digital Library sites including the Online Archive of California, Mark Twain Project Online, and eScholarship Editions.
- Developed rich media microsites and features for annual reports, special events, public service initiatives, and advocacy campaigns.

RESULTS

Launch of UC: Every Day, Everywhere – a feature-oriented Web site highlighting UC's contributions to California's quality of life – provided a 220% increase in portal traffic and awareness for a related advocacy campaign.

Yack.com

Web Designer

- Designed UI for two major launches of Yack.com, a dynamic consumer-facing Internet program guide with thousands of pages of content.
 - Developed Flash components, templates, and rich media experiences.
-

Copperfield Publishing

Production Manager

- Created initial design prototype and launched Mountain Times, a startup alternative weekly news publication focused on skiing and recreation in the Park City/Deer Valley area.

EDUCATION

- B.F.A. with high honors, Otis Art Institute of Parsons School of Design, Los Angeles
- Studied art and graphic design at the University of Colorado, the University of Utah, and the National Arts School in Port Moresby, Papua New Guinea

RECOGNITION

- 2007 Outstanding Associate Award, Kessler Group San Francisco
- 2002, 2003, 2004, 2006 Leadership Incentive Awards, University of California, Strategic Communications