

# SCOTT D. COOKSEY

## SR. UX Product Designer



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 510.697.0716   
 Berkeley, CA

Creative, elegant design **inspires** me.  
 Technology, futurism **propels** me.  
 Problem-solving, intuition **evolves** me.  
 Knowledge, observation **expands** me.  
 Thoughtful, easy-to-use UX **motivates** me.

Where design & development intersect, **harbors** me.

**16+** YEARS in UX & DESIGN  
**7** YEARS as UX TEAM LEAD  
**5+** SIZE of TEAM LED  
**5** DESIGN AWARDS

**AS** in **Web Development**  
 The Art Institute of California  
 2010 • San Francisco, CA

**BFA** in **Graphic Design**  
 Louisiana Tech University  
 2000 • Ruston, LA

- DESIGN IDEATION
- ADOBE CC SKETCH + INVISION
- LEADERSHIP PROBLEM-SOLVING
- HTML CSS
- PROTOTYPING WIREFRAMING
- FOCUS GROUPS QA / UAT
- JAVASCRIPT JQUERY
- BOOTSTRAP REACTJS
- MENTORING MANAGEMENT

- Design
- Games
- Photography
- Writing
- Star Wars
- Music
- Technology
- Travel
- Exercise
- Gardening

**Sr. UX Product Designer, Team Lead @ Sungard AS**  
 2012 - 2017 • San Ramon, CA

### As Senior UX Product Design, Team Lead, I provided:

**Innovation Through Design** – An emphasis on humanistic approach using wireframes, living prototypes, specification documentation created using Adobe Creative Cloud (Illustrator, Photoshop), HTML5, CSS3, jQuery, D3js, React js, Bootstrap, pNotify, Cucumber.io, InVision, Sketch, Craft to drive continuous innovation - through design - across Recover to Cloud (R2C), Managed Services and Unified Portal products.

**An Ambassador for the End User** – Designing simple, easy-to-use, exceptional user experiences, across all enterprise applications, so that usability performance is optimally achieved with minimal to no obstacles.

**Brand Communication and Storytelling** – Creating dynamic, meaningful communication between the user interface and the users' content results in a harmonious, refreshing, complete user experience across all of the enterprise applications extending the corporate brand through process-oriented storytelling.

**Troubleshoot to the Solution** – Using various in-browser editors to quickly identify problematic user experiences through "live editing," resulting in agile troubleshooting to the solution(s), which are able to be synced with development code for implementation.

**Lead the Portal Vision** – As Team Lead, I managed five UX / UI front-end designers / developers as well as contractors developing the core UX vision I created for the overall customer portal. Awarded the **DRaaS Leader Award** from **Gartner Magic Quadrant** for **four** consecutive years.

DRaaS Leader Award  
 Gartner Magic Quadrant  
 2014-2018



**Sr. UX Product Designer, Consultant @ scottDscott**  
 2007 - 2017 • Berkeley, CA

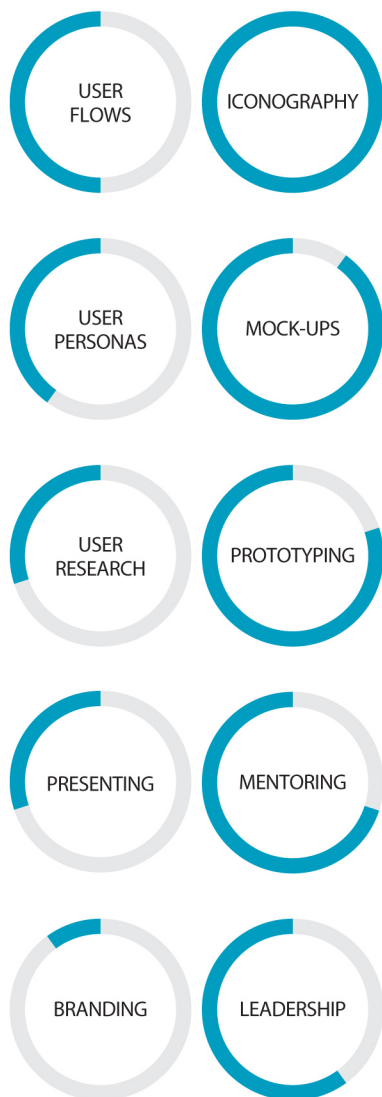
### As Senior UX Product Design Consultant, I:

- Lead the complete user experience for enterprise (B2B2C, B2B, B2C) applications from inception to development and release with storyboards, wireframes and living prototypes acting as a mirror to the real development environment.



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## UX Design Responsibilities



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- Advocate for the end user by promoting and stewarding in-field user research activities and conduct/lead internal/external user focus groups as well as annual attendance of various UX conferences staying current and ahead of trends and best practices.
- Work with a cross-disciplinary suite of colleagues to imagine and visualize innovative, easy-to-implement and easy-to-use, user-centric enterprise solutions.
- Coordinate and manage project engagements with internal Product Marketing, Engineers, Managers and Leadership.
- Research, present and influence next-generation technology stacks currently used in development showcasing in-depth knowledge of identifying, documenting and communicating the complete user experience and user interface design patterns and how best to apply those to each project when/if necessary.
- Maintain an unbridled passion for and a strong culture of creativity and collaboration resulting in user-centered problem-solving with simple, enjoyable, easy-to-use, deeply engaging user experiences through design, creation of graphical elements (iconography, buttons, links, color palette, etc.) for each application and portal developed and released.
- Strong communication skills with an ability to speak in front of small or large groups of fellow peers, colleagues, managers and executives.
- Self-motivation with a proven comfort of making day-to-day decisions in a fast-paced, agile, cross-functional team environment with high emphasis on multitasking.

### *Consulting @ Meyer, I provided the above as well as:*

- Strategize, collaborate with and create designs for established cookware brands, such as **Anolon, Circulon, EarthPan, Rachel Ray and Meyer Corporate** producing packaging, art directing photoshoots, online web campaigns, creating emails, micro-sites, logos, direct mail, trade show event graphics, etc.
- Produce corporate marketing collateral for trade shows, online ad campaigns, investor meetings, and external marketing efforts.

### *Consulting @ Kidlandia, I provided the above as well as:*

- Strategize, establish and design the layout for the company's core Kreechur brand maps and growth chart products inside an online, user-centric, easy-to-use, interactive, kid-friendly portal.
- Collaborate with and create designs for established brands, such as **Disney, Pixar, Lego, Marvel and Nickelodeon**. These products included maps and growth charts created in partnership portals with the same user experience as the main portal.
- Manage 6-10 independent and agency-affiliated freelance artists (illustrators and graphic designers).
- Produce corporate marketing collateral for trade shows, online ad campaigns, investor meetings, trade shows and marketing efforts.

### *Consulting @ Mangisi Underwear, I provided the above as well as:*

- Create a men's underwear online retail outlet for a local start-up where users are able to browse and purchase effortlessly through the online shopping user experience.
- Provide the elements (personas, flowcharts, assets) for the freelance front-end development team.
- Produce high-resolution photography usable for print and web.
- Plan, produce and create marketing materials and efforts for Las Vegas MAGIC Show.



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Sr. Art Director,  
Print + Web @ Epsilon  
2000 - 2007 • Irving, TX

EPSILON

Direct Response Award  
DMA Awards  
Silver Prize, 2005



#### Consulting @ Atlantis Events, I provided the above as well as:

- Design advertisements for publications, online ads, website landing pages, etc., generating user excitement highlighting company's current and upcoming events.
- Produce high-resolution photography usable for print and web.
- Create dynamic web banner ads specific to site's publishing requirements.
- Produce direct-to-consumer marketing materials working closely with Director of Marketing and print vendor(s).
- Products and services included all cruise-line events and all land-based resort events.

#### As Senior Art Director, Print + Web, I:

- Create digital micro-sites, landing pages and emails, along with their direct mail print counterparts (such as mailers, brochures, flyers, reports, banners) for user consumption.
- Strategize with Account Teams and Production Managers on the project scope and development timelines based on budget and resources.
- Present projects to clients in formal and in-formal settings using visual aids, prototypes and working live comps.
- Schedule on-site and off-site freelancers and manage time and project delivery through worksheets and FTP portals.
- Provide status reports on print and web-based projects to Associate Creative Director and Creative Director.
- Develop corporate marketing materials for the in-house digital/direct marketing agency, for use in trade shows, client RFPs and miscellaneous advertising/promotions.
- Work closely with Print Producers, Production Artists, Data Analysts, Business Developers, Web Developers, Graphic Designers, Art Directors and Leadership.
- Developed award-winning direct marketing campaigns including the KeyBank Real Estate Truck Kit that took home the Silver prize.
- Client list included brands such as: **AIMCO, AmGen, Blue Sky Marketing, Citrix, Epsilon Corporate Marketing, Essilor, Fidelity Investments, First Premiere Bank, Hilton HHonors, KeyBank, Midas, Stonehouse Technologies, SunTrust Bank, Telvista, 21st Century Insurance, TXU.**



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