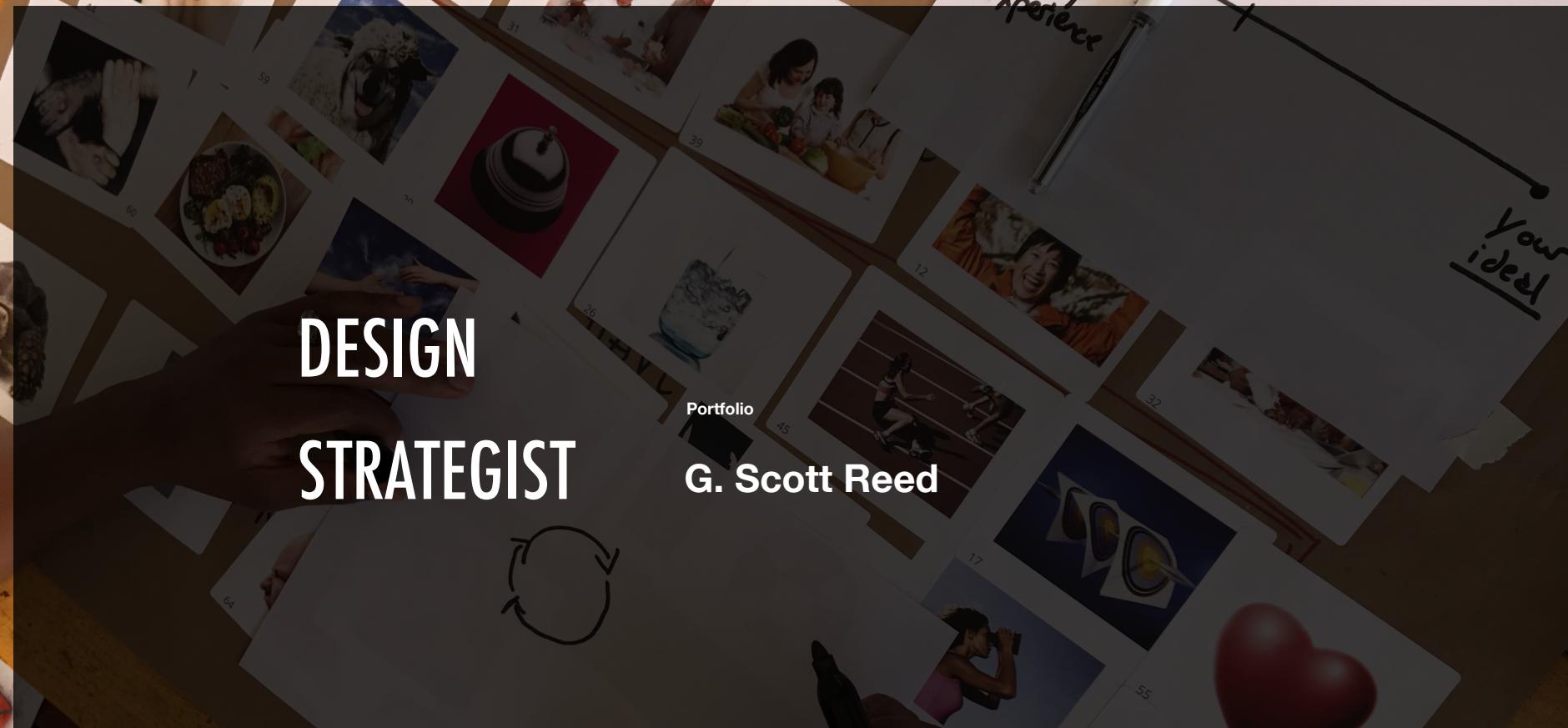


DESIGN STRATEGIST



Portfolio
G. Scott Reed





G. SCOTT REED

I combine expertise in leadership, marketing, and communications with curiosity in design and storytelling. Most recently, I served as marketing director for a division of Independence Blue Cross in Philadelphia overseeing marketing, communications, and creative teams. With more than 20-years business experience, I am focusing the next phase my career on human-centered design.

PROFESSIONAL

1994

CUSTOMER SERVICE

Started as an insurance customer service representative

2000

PRODUCT DEVELOPMENT

First-generation health insurance plan member website

2005+

MANAGEMENT AND LEADERSHIP ROLES

VP and director roles accountable for marketing, brand, and communications

1998

ACCOUNT EXECUTIVE

Client-facing role and led product demonstrations

2002

MARKETING COMMUNICATIONS

Managed marketing, sales support, and public relations.

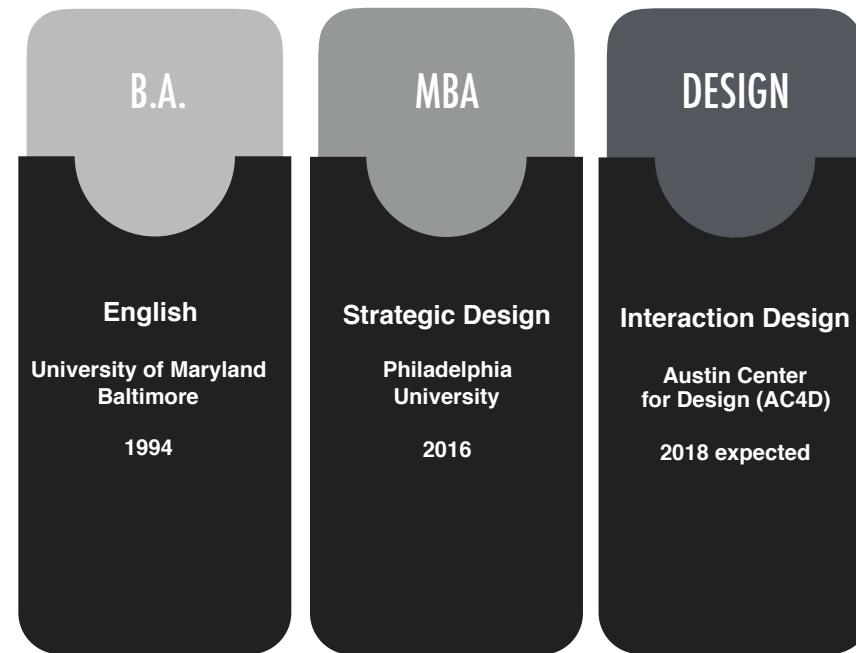
2017

HUMAN-CENTERED DESIGN

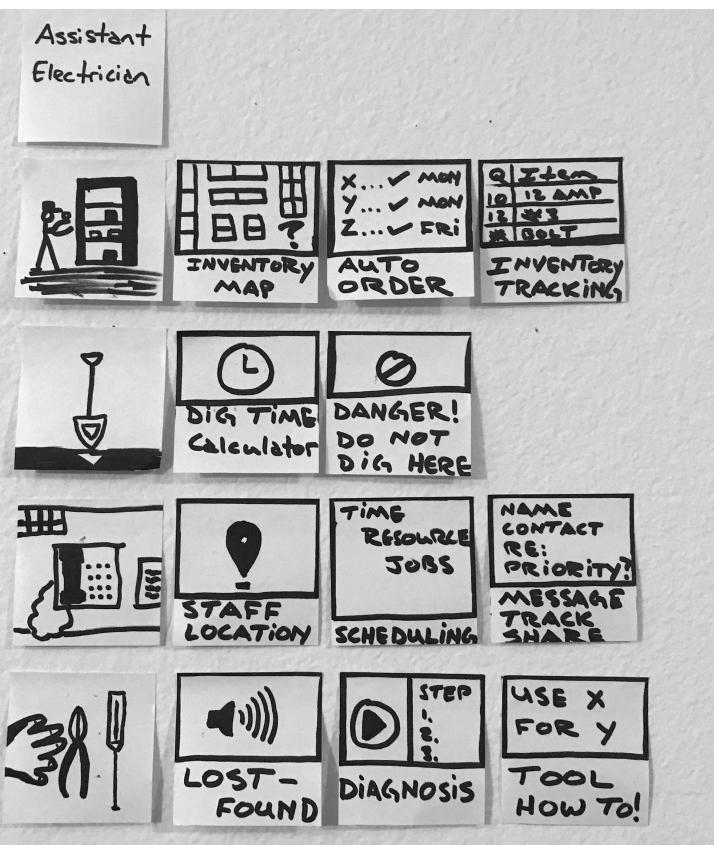
Currently a graduate student and preparing for a second career as a designer

EDUCATION

I am a graduate student at AC4D where my studies include qualitative research, synthesis and interpretation, sketching, the creation of storyboards and wireframes, entrepreneurial business modeling, service design blueprinting, and complex system diagramming.



Assistant
Electrician

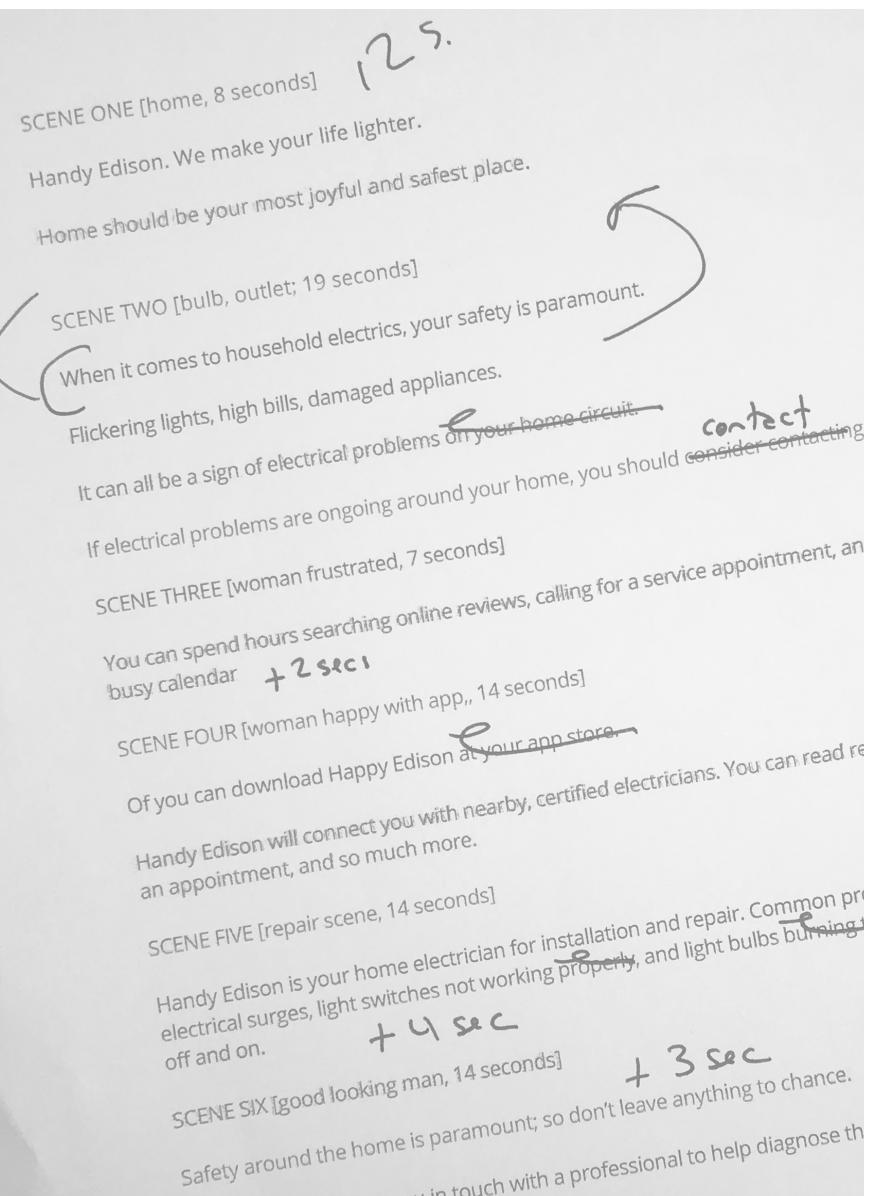


ABOUT THE PORTFOLIO PROJECTS

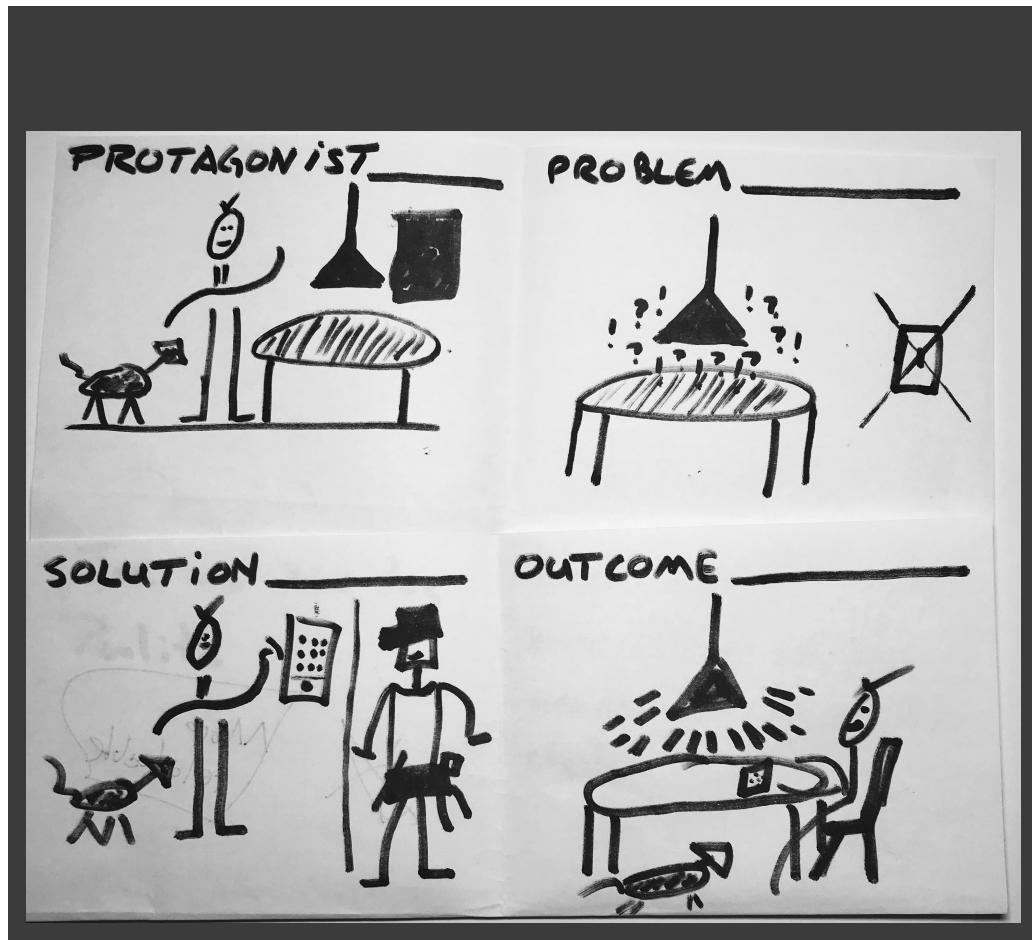
Recently as an AC4D graduate student, we were challenged to identify problems and develop ideas related to our first job.

I worked for my father as an electrician's assistant. At the age of 12-years-old I packed tools from a truck to the worksite. As a 16-year-old I was stocking shelves. And as a 19-year-old I was wiring a new grocery store.

-
- 01. STORYTELLING
 - 02. PROTOTYPING
 - 03. USABILITY TESTING
 - 04. INTERACTION DESIGN

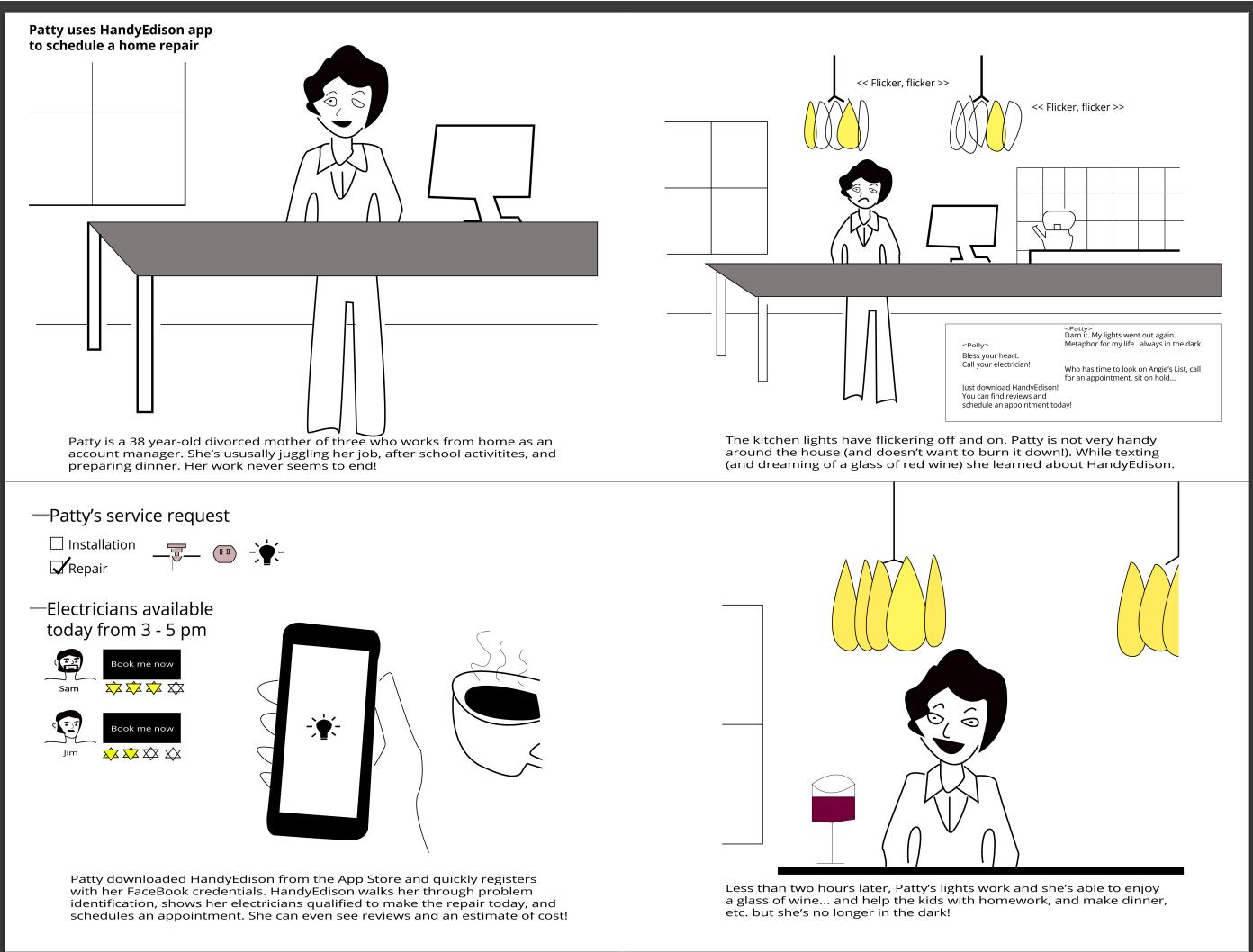


01. STORYTELLING



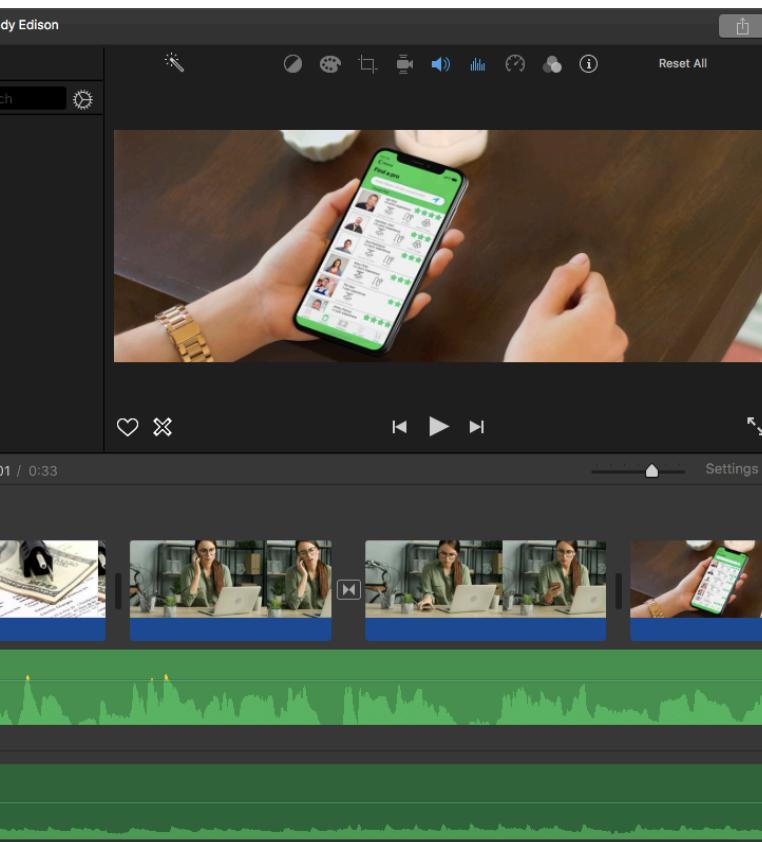
IDEATION

The challenge was to develop a short video to help explain an idea. After sketching several app features for Handy Edison, I developed storyboards to demonstrate the product value.



STORYBOARDS

I began with rough sketches and moved to Adobe Illustrator to draw more detailed storyboards.



TECH

Working with iMovie allowed me to produce a high-enough fidelity video so that I could quickly communicate the value of the solution.

ITERATION

The length of the first video was 60-seconds long and some visuals distracted from the message.

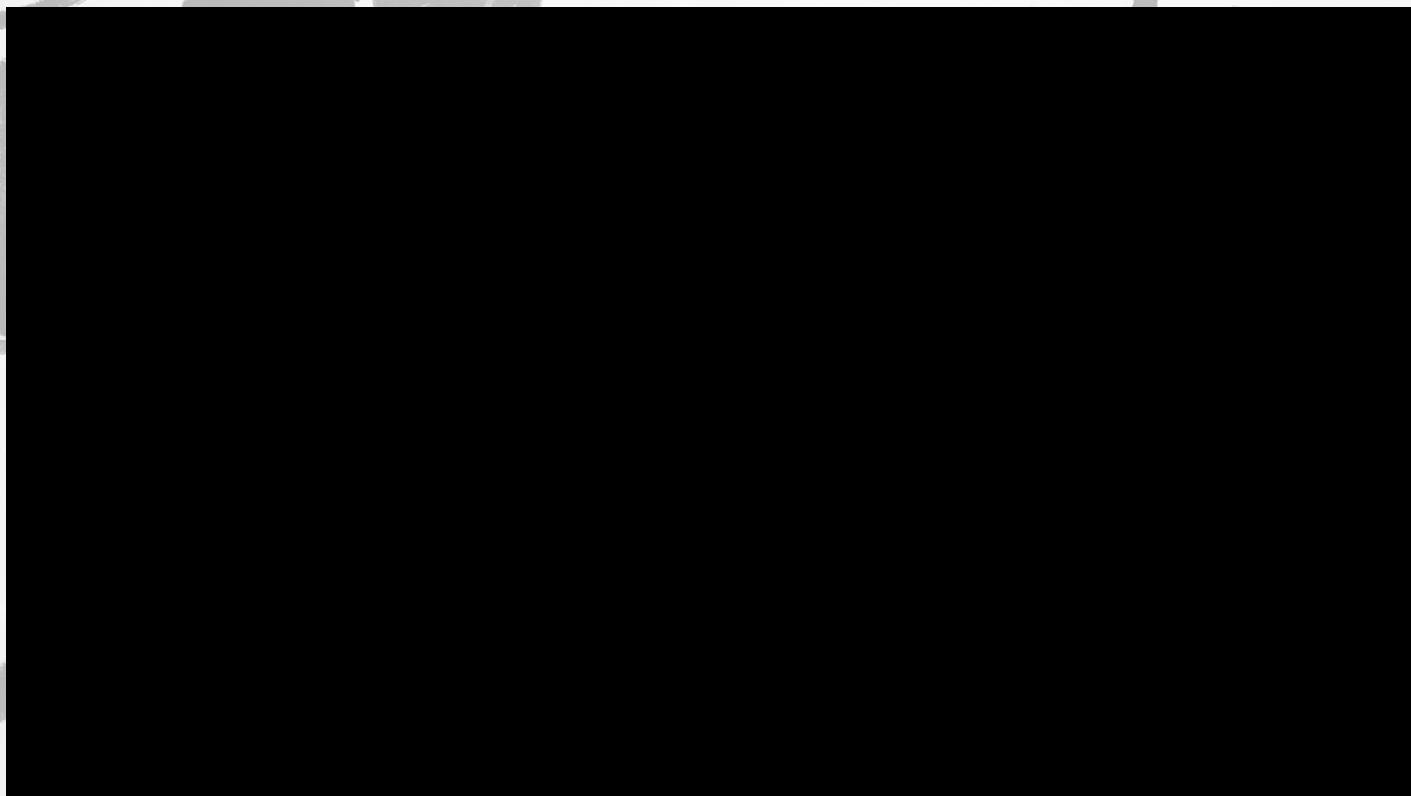
The final video includes refined messaging, stronger visuals, and the length is 30-seconds.

CONSTRAINTS

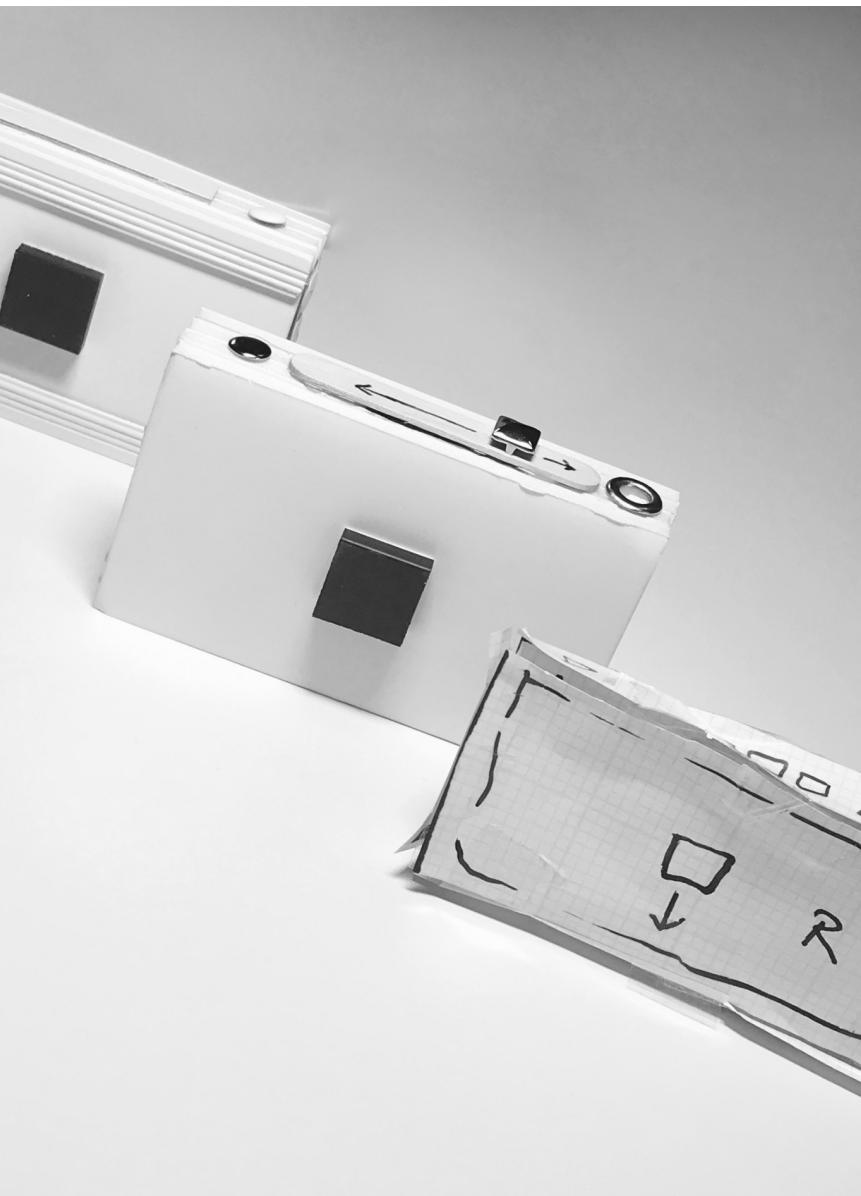
Constraints of the project included a low budget which resulted in use of Adobe Stock footage, one-week for initial production, and a team of one.

PRODUCTION

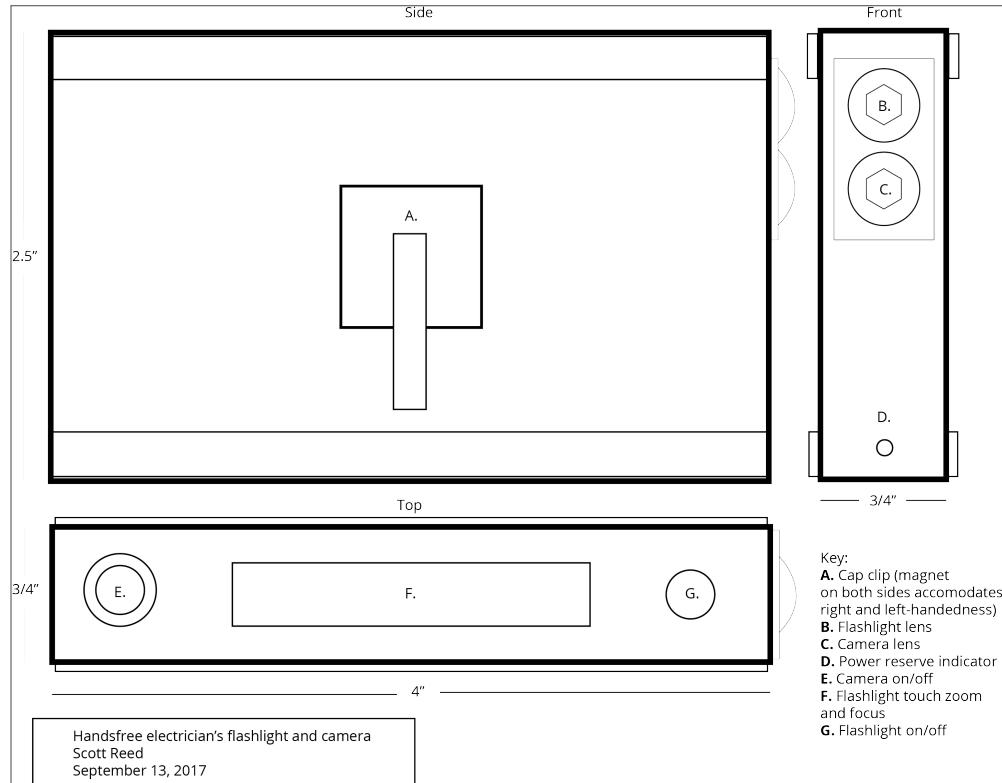
VIDEO



YouTube



02. PROTOTYPING



BLUEPRINT

I designed a hands-free flashlight/camera that will allow an electrician to work more freely.

After quick sketch, I moved into Adobe Illustrator to create a blueprint. I then constructed several physical prototypes. First from paper, and then multiple iterations out of foam board and found pieces such as a clips and magnets.

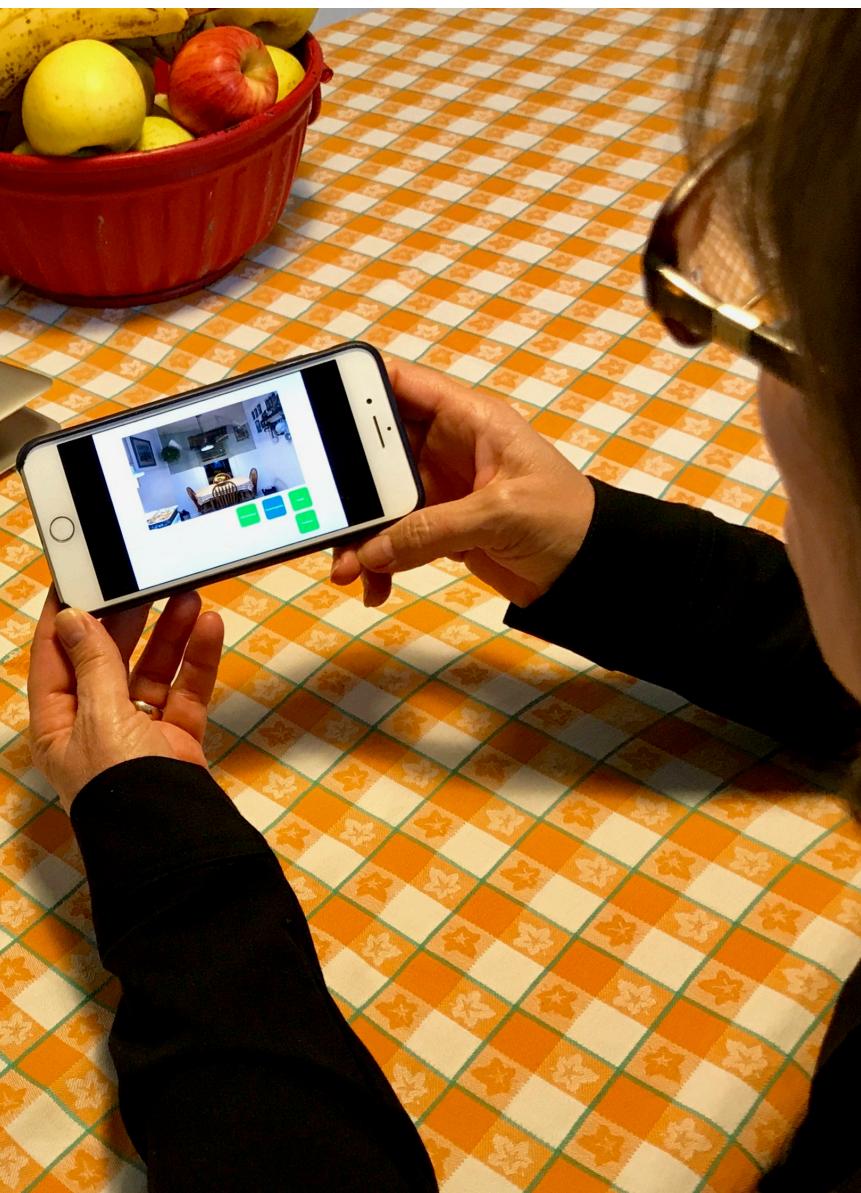
PHYSICAL PROTOTYPE





HANDY EDISON HANDS-FREE CAMERA AND FLASHLIGHT

Prototype—in use.



03. USABILITY TESTING



TEST WITH REAL PEOPLE

Developed a usability test script to include introduction to help set the tone, background questions about participant, and a series of prompts for the participant to complete with an iPhone X app prototype.

RYAN

39-years old and lives in Chicago with his wife and three children. Ryan heads a venture capital firm and is an early tech adopter.



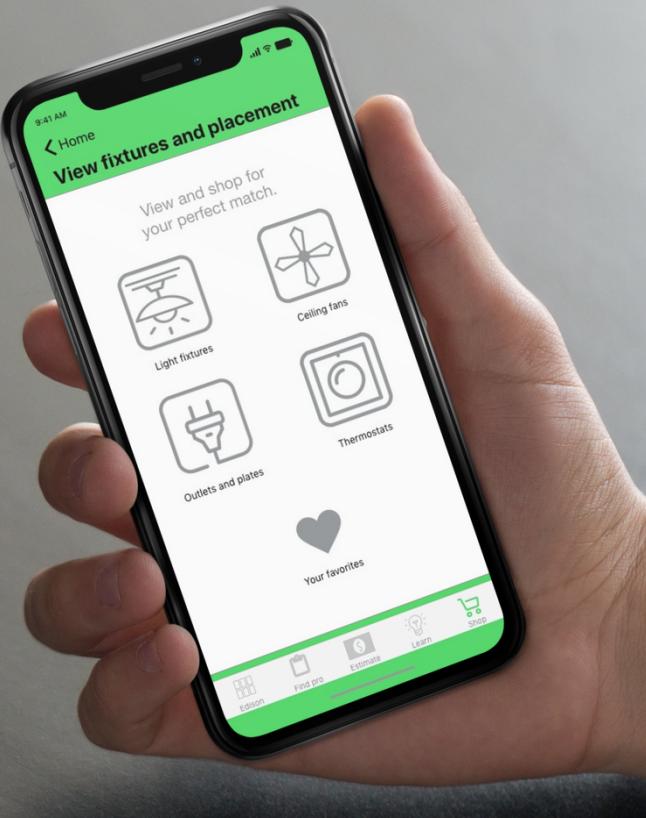
DIFFICULT TO READ

"It's light [font color]. I wish it had more contrast. Otherwise, the login page looks good."



ICONS AND NAV

"I'm not sure if I would know where to go for what in the app."



AUGMENTED REALITY

Blurs the line between reality and technology by creating an immersive environment.

PROTOTYPE

I developed a quick prototype using Keynote and GIF images. An iteration of the prototype was built using the Keynote iPhone app to better simulate Handy Edison's augmented reality feature on a handheld device.

POLLY

56-year old nurse practitioner that uses technology devices every day however does not describe herself as tech-savvy. She lives with her husband in rural Kentucky.



NEW IDEAS

"It would be nice if you could have some options within your budget. That way when you are looking, you know it's within your budget."



I NEED THIS NOW

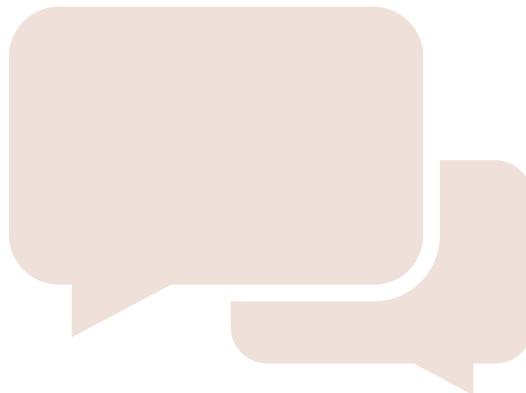
"We have a project coming up soon. This would be perfect."

USABILITY TEST



 YouTube

CUSTOMER VALUE

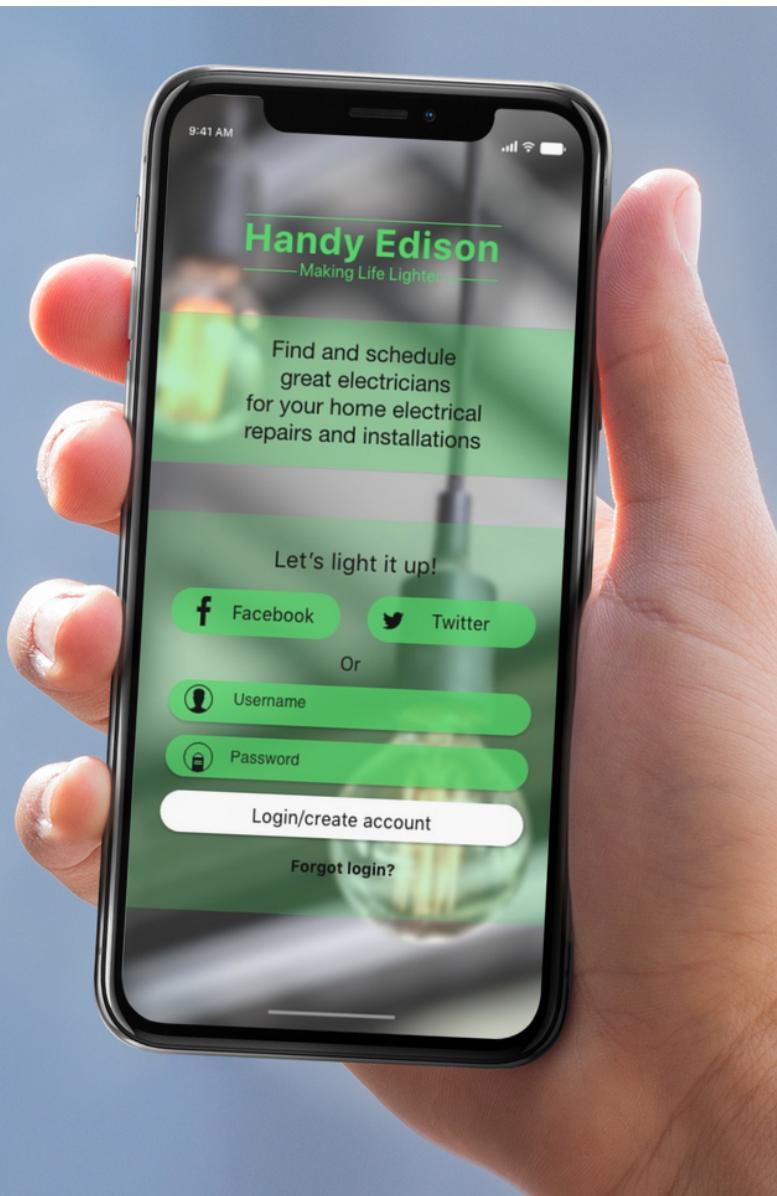


Next steps: test concept with electricians

"I like the idea of Handy Edison. I see how **this can work.**" - Ryan

"I could use this to **help my mom find an electrician.** She calls me to ask for home repair advice and stuff even though she's in Phoenix and we are in Chicago." - Ryan

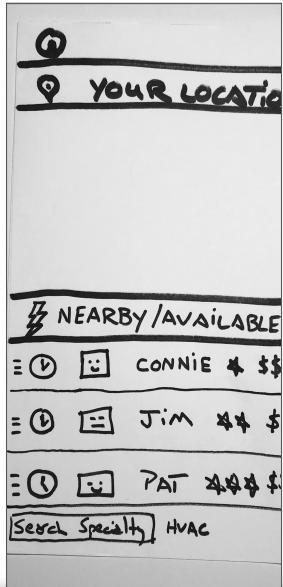
"We have a project coming up—**this would be perfect to use.**" -Polly



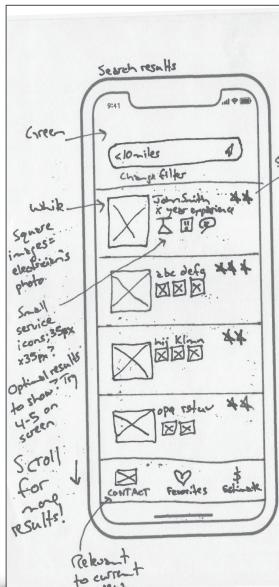
04. INTERFACE DEVELOPMENT

IPHONE X APP

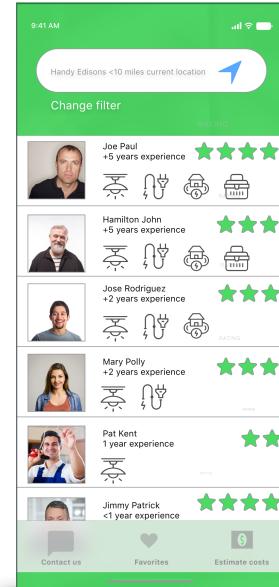
ROUGH SKETCH



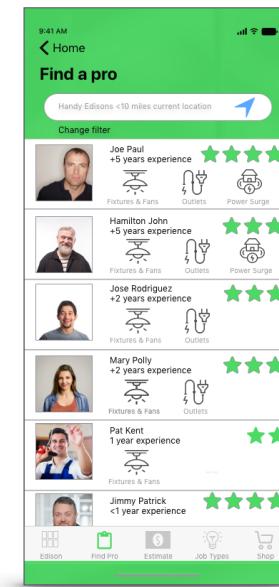
HIGHER-FIDELITY SKETCH



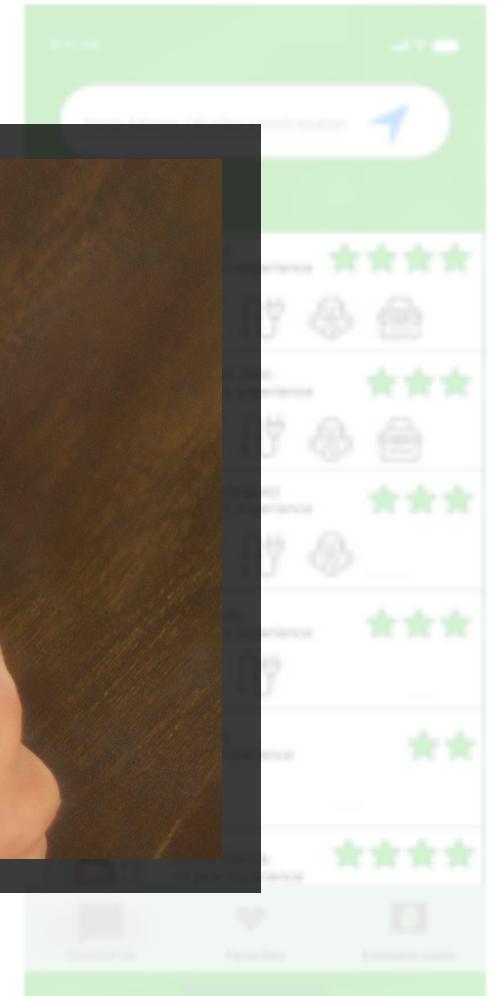
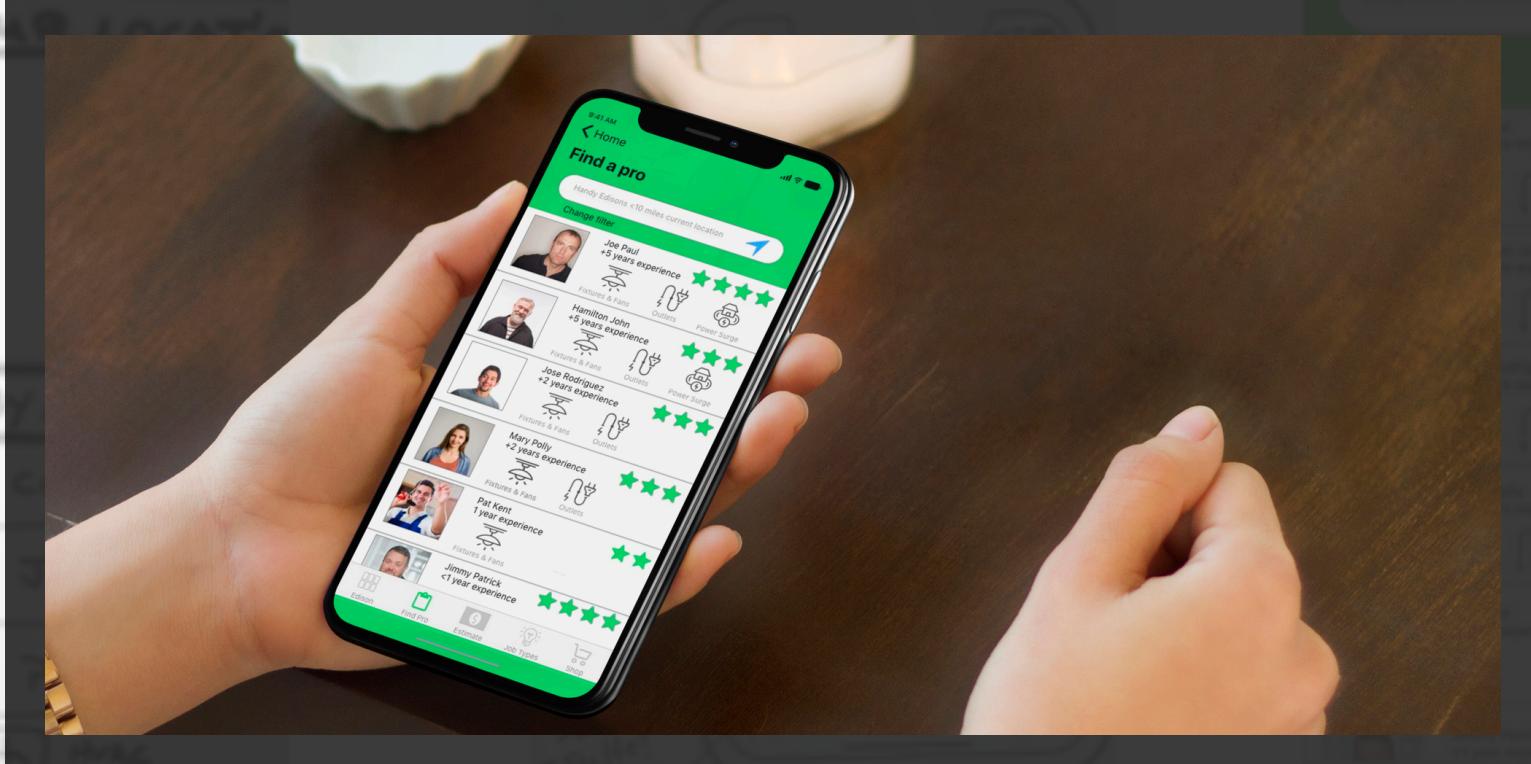
INITIAL MOCK-UP



ITERATION



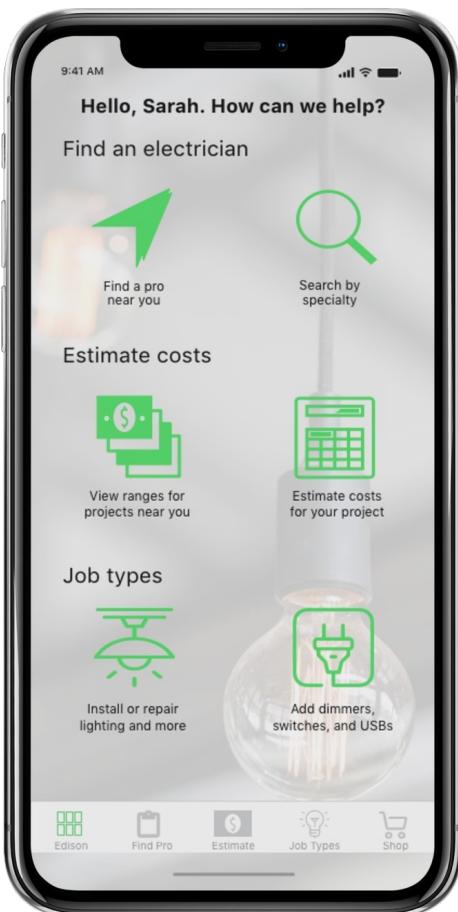
HANDY EDISON—RESULTS SCREEN



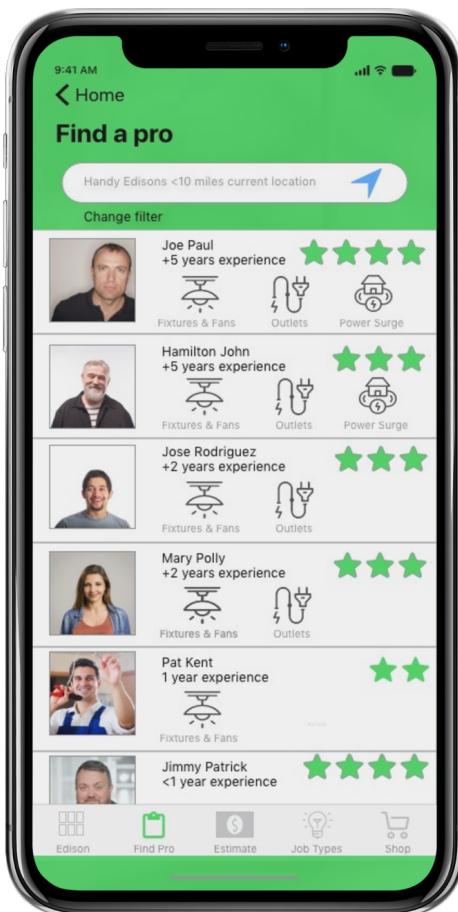
LOGIN



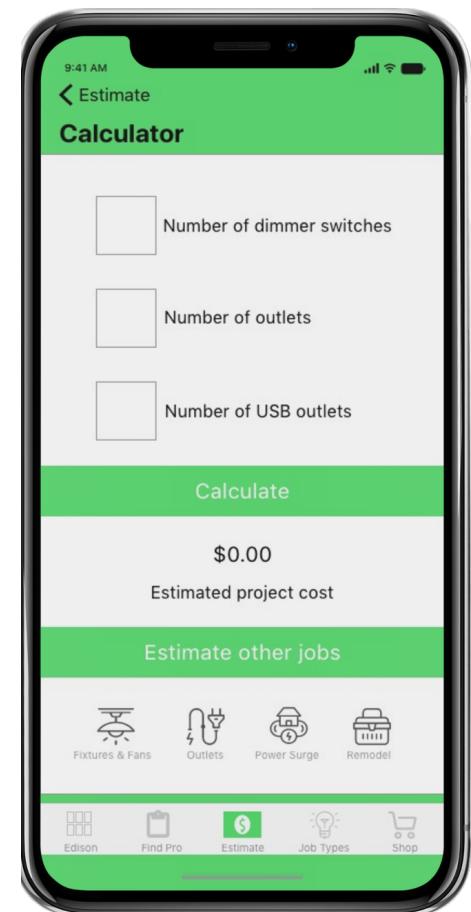
HOME



RESULTS



COST ESTIMATE



KIND WORDS



NATALIE NIXON
PROFESSOR, PENNSYLVANIA
UNIVERSITY

Scott is terrific at stepping outside of his comfort zone for the sake of getting to "what's next," while paying incredibly good attention to the details. He has grown in his work in human centered design, and also brings subject matter expertise from his years working in healthcare marketing. I am excited to see all of the ways he is developing his practice in design thinking!



JOSH TORRISI
SVP, TIERNEY
COMMUNICATIONS

Scott is an extremely skilled marketer with strong strategic capabilities and true leadership instincts. He set us up for success, and he has positive relationships with executive leadership. He is extremely thoughtful and supportive. His calm demeanor and affable approach engender trust, candor and engagement from colleagues and partners.



TERRELL ANDERSON
DIGITAL STRATEGIST
BLUE CROSS

He's a highly innovative problem-solver and leader. I've had the pleasure of working with Scott for the past five years. He's proven his ability to create a culture of innovation and collaboration. I admire Scott's ability to motivate and empower others through times of uncertainty and change. Scott will be an immediate asset to any organization he joins.

THANK YOU!

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443-742-3500

[LinkedIn](#)

[Twitter](#)

Todd's
experience

Your
ideal

