

Scott Simpson

Product Designer & Founder

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Education

B.S. Communications (Advertising)
Boston University, 2009

Skills

UX Design
UI Design
Brand Identity
Wireframing
Prototyping
User Flows

HTML
CSS/SCSS
Javascript
React

Sketch
Figma
Photoshop
Illustrator

UrbanStems / Cofounder & Head of Product Feb 2014 - Jan 2019

As cofounder of UrbanStems, I created one of the largest floral startups in the country focused on offering the best gifting experience online. In this role, I oversaw the development and evolution of our brand and product. I established our user experience flow and design system, built out our product roadmap and led a small team of designers. Under my leadership, our website grew to generate over \$1m in monthly revenue with an 11% conversion rate.

ISL / UX Designer Jul 2012 - Aug 2013

ISL is an award-winning agency that builds digital experiences for some of the worlds largest brands. As a UX designer, I led the concepting, designing and prototyping of projects ranging from website redesigns through to full-featured products. I worked on brands like AT&T, GE and Gannett. I also provided design leadership to our junior designers and helped the team recruit new talent.

Freelance / UX & Product Designer Dec 2010 - Present

I've freelanced as a UI/UX designer for numerous startups as well as agencies. Clients include Ogilvy, Chi & Partners, British Gas, and The Times. As a side project I also co-created a DC transport app called CapitolHop which was featured by the Washington Post and Washington Business Journal.

Nexus/H / Designer Sep 2009 - Dec 2010

As one of their first digital designers I worked at Nexus/H (Southpaw) concepting and designing digital campaigns and launches for major brands like Suzuki, Hitachi and Cunard.