Scott Simpson

UX/Product Designer & Founder

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Education

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

Other Experience

Entrepreneur in Residence
WeWork Labs DC, 2019

Skills

User Experience Design
Product Design
Wireframing
Rapid Prototyping
User Reserach
User Testing
Usability Testing
Information Architecture
Frontend Development

Tools

Sketch
Figma
Invision
Adobe Creative Suite
HTML/CSS
Javascript
React.js
React Native
Git/Github

UrbanStems / Cofounder & Head of Product
Washington, DC – Jan 2014 - Jan 2019

- Led the growth of our product from initial concept to generating nearly $2m in monthly revenue at a 12% conversion rate.
- Recognized as an Inc. 500 company in August 2019 (1,192% 3 year growth).
- Established our user flow, design system and conducted user research to constantly improve and inform our product design decisions.
- Hired and mentored a team of designers working on the end to end experience of our brand and product.
- Collaborated cross-functionally with other team leaders to establish a product roadmap, prioritize features and promote design thinking.

Designer & Consultant /
London, UK & Washington, DC – Dec 2010 - Present

- Currently consulting with early/mid stage startups on user research, strategy, design and prototyping products.
- Serving as mentor to startup founders through WeWork Labs Entrepreneur in Residence program.
- Co-created a DC transportation app called CapitolHop which was featured by the Washington Post and Washington Business Journal and was downloaded by thousands of commuters.
- Freelanced as a UX/UI designer in London for a variety of clients including Ogilvy, Chi & Partners, British Gas and The Times.

ISL / UX Designer
Washington, DC – Jul 2012 - Aug 2013

- Led the research, prototyping and design of projects ranging from websites to full-featured products.
- Worked with a variety of Fortune 500 clients including AT&T and GE.
- Provided design mentorship to our junior designers and helped the team recruit new talent.

Nexus/H / Junior Digital Designer
Tunbridge Wells, UK – Sep 2009 - Dec 2010

- Designed digital campaigns and product launches for major brands including Suzuki, Hitachi, Honda and Cunard.