

Paul John Scott

UX

Designer

pauljonscott.com



CONTRACT

2006 - 2011

Web Design Contracts



Working for 36 NZ clients improving their online experience through better content, interaction and graphic design.



EDUCATION

2000-2003

Massey University



Bachelor of Business Studies (Marketing)



Auckland, NZ



CAREER

May 2014 - current

MYOB



UX research, prototyping and UI design for enterprise software including a browser-based ERP and cloud payroll product.

Apr 2012 - Mar 2014

WINTEC



Project leader (Agile) and CEM responsible for CX across core customer journeys.

Mar 2007 - Apr 2012

Attwoods



Digital marketing and customer research specialist. Find-and-fix, innovative service design projects across online and offline channels.

Feb 2005 - Mar 2007

AB Equipment



Managing online and offline marketing functions. Overhauling print, presentation and online sales material.

Jan 2003 - Feb 2005

Bayleys Realty Group



Market research, copy writing and sales material design. Website maintenance.



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UX EXPERIENCE

RESEARCH. TEST. VALIDATE.

UCD Process & Project Planning



Stakeholder Meetings & Requirements Workshops



Usability Testing and Ethnography



Competitor Insights & Benchmarking



User Behaviour & Contextual Research



DESIGN. PROTOTYPE. BUILD

Ideation Workshops



User Task & Journey Mapping



Persona Creation



IA Design and Validation



Sketching & Storyboarding



Wireframing & Prototyping



Visual Design



Micro Copy and Interaction Design



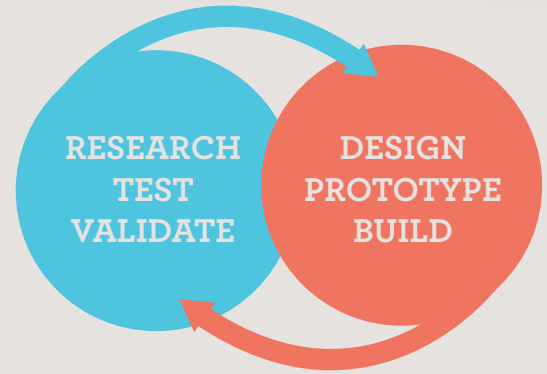
Presumptive Design (PrD)



Presentation and Public Speaking



MacGyver-like Problem Solving



MOST-USED TOOLS



InVision



Sketch



Photoshop



Illustrator



Dreamweaver



Premiere



Google Docs



Axure



HTML 5



CSS 3



JavaScript



Paper & Pen



UX BOOKSHELF (Top 5)



Designing for emotion
- Aaron Walter



The Four Steps to the Epiphany
- Steve Blank



Rocket Surgery Made Easy
- Steve Krug



The Lean Product Playbook
- Dan Olsen



Lean UX: Applying Lean Principles to Improve User Experience
- Jeff Gothelf