

Scott Shepherd

Senior UX Designer and Product Owner

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Introduction

I have been working at Microsoft doing UX work for their AI Platform LUIS. I was also an Owner/Partner at Solid State Pros LLC, a digital agency, for 4 years using an Agile process to accomplish everything from small business needs to tier 1 company software solutions. My life pursuit is in understanding experience. I am mainly interested in projects and products that incorporate investigation in the motivations and passion behind users and customers.

Roles I've performed in the product life cycle:

- UX Designer
- Creative Director
- Project Manager
- Product Owner
- Graphic Designer

3 tactics I use to increase project success and team collaboration:

1. **The Amazon Backwards Press Release:** Define your vision and goal, then build the steps needed to achieve it.
2. Create **User Stories:** Ground the project in real life and emotional frameworks.
3. **Agile (Scrum)** methodology for iterative product development.

Portfolio : www.scotts.design, created using **Bootstrap, HTML5, CSS3, Github.**

Technologies I use

- Invision
- Adobe Experience Design
- Bootstrap
- Sketch
- Zeplin
- Github
- Adobe Photoshop
- HTML5
- Microsoft Office
- Adobe Illustrator
- CSS3
- JIRA
- After Effects
- Slack

Recent Experience

UX / Product Designer 2 at Microsoft through Filter LLC www.filterdigital.com

2017 - 2018

Projects:

The Language Understanding Intelligent Service, LUIS; natural language understanding platform: <https://www.luis.ai/home>

- Working directly with stakeholders and the development team
- UX design from user studies to product design
- Leading design sessions; planning, updating, and collaboration
- Mockups
- Prototyping every proposed change
- Facilitating sign-off and delivery

Azure websites (ACOM); Cognitive Services

<https://azure.microsoft.com/en-us/services/cognitive-services/>

- Working directly with stakeholders
- User testing
- Redesign of information architecture and
- Redesign of user flow
- Mockups
- Prototyping
- Delivery presentations and redlined specs for development

Azure websites (ACOM); Labs: <https://labs.cognitive.microsoft.com/>

- Working directly with stakeholders
- Redesign of information architecture
- Redesign of user flow
- Mockups
- Prototyping
- Delivery presentations and redlined specs for development

Creative Director, UX Designer, and Owner Manager for NED Learning
www.nedlearning.com

2016 - 2018, As Creative Director I facilitated branding, character design, graphics, and UX design on various projects. I am also an owner and help develop strategy.

UX Designer at Avalara through Filter LLC www.filterdigital.com

2017

This project entailed working closely with a UX Researcher and a Marketing Manager in order to create prototypes.

Creative Director, UX Designer, Graphic Designer, and Owner/Manager at Solid State Pros LLC www.solidstatepros.com

2014 - 2018

Notable Projects:

Stoel Rives LLP: Tombolo, proprietary software for a tier 1 company used to ticket and escalate incidents in a privacy suite.

My roles: **UX Designer, Product Owner, and Client Manager**

Hyla Mobile: TrueTap, www.truetap.mobi mobile app designed to facilitate the assessment and value of a mobile device and direct them towards nearby resellers.

My roles: **User Researcher, UX Designer, Brand Team, and QA tester**

Process:

Skybridge LLC: www.skybridgesolution.com Outsourcing manufacturing company rebranding to approach US tech market.

My roles: **Brand Lead, UX Designer, Graphic Designer, Developer, and Researcher**

Merry Go Ride: Merry Go Ride Prototype Create a style guide, UI design, developer schemata, and clickable prototype for a ride service app for children.

My roles: **UX Designer and Graphic Designer**

Lake City Hub: Lake City Hub Prototype Create a UX design and clickable prototype.

My roles: **UX Designer and Graphic Designer**

Epicmeet: www.epicmeetapp.com Produce a commercial for Epicmeet, an app designed to bring boardgamers together that appeals to its key demographic using a limited budget for live action video. Commercial: [Epic Meet Video](#)

My roles: **Producer, Director, Editor, and Screenwriter**

Vett.cloud: Create a brand, logo, style guide, and 2 animated videos conveying value and explaining the product. Animations: [Vett.cloud Value](#) and [Vett.cloud Explanation](#)

Roles: **Brand Lead, Animator, Director, and Sound Technician**

Law Offices of SaraEllen Hutchison, PLLC: www.saraellenhutchison.com Create a marketing and blogging site for a Law Office.

My Roles: **UX Design, Project Manager, Client Manager**

Project Manager at Motive LLC www.createmotive.com

2017, As Project Manager I facilitated design and development for various client websites.

Example website: www.theartofarchitecture.com

Education

Bachelor of Science in Cognitive Psychology

Evergreen State College 2000-2003

These studies included computer science, logic, discrete mathematics, artificial intelligence, behavioural psychology, neurobiology, and statistics.

Bachelor of Arts in Media Production

Evergreen State College 2000-2003

These studies included video production, photography, audio recording, communication, anthropology, and marketing.

Continuing Education: I do weekly studies on Lynda.com and other online learning platforms in order to continually improve myself. Recent certifications from these include:

- Collaborative Design: Process and Efficiency
- Creating Bots with the Microsoft Bot Framework
- One-on-One Adobe Photoshop Series
- One-on-One Adobe Illustrator Series
- Sketch for UX Design
- UX Design Techniques: 6 Part Course
- HTML5: Structure, Syntax, and Semantics

References

Adriana Moscatelli: Principle UX Manager, AI & Research at Microsoft

<https://www.linkedin.com/in/adrianamoscatelli/>

Steve Haak: Senior Consultant, Digital Experience Capability Leader at Unify Consulting

<https://www.linkedin.com/in/stevehaak/>

Stephen Morrissey: Program Manager / Product Owner at Sinclair Digital

<https://www.linkedin.com/in/irishsteve/>

Kieran O'Mahony: Founder at Neural Education and NED Learning

<https://www.linkedin.com/in/tko2uw/>

Paul Clifton: Associate System Administrator at Nintendo

<https://www.linkedin.com/in/pauleclifton/>