

Scott Shepherd

Sr UX Designer and Product Strategist

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Introduction

Currently I am working for Microsoft doing UX design on their AI Platform LUIS. I was also a Partner at Solid State Pros LLC, a digital consultant agency, for 4 years using an Agile process to accomplish everything from small business needs to tier 1 company software solutions. My passion is in understanding human psychology and I enjoy working on projects that investigate the motivations behind customer experience and the products they love.

Roles I've performed in the product life cycle:

- UX Designer
- Creative Director
- Project Manager
- Product Owner
- Product Strategy
- UX Researcher

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

- 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 - Present,

Projects:

The Language Understanding Intelligent Service, LUIS; Microsoft's natural language processing 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
- Information Architecture
- Mockups
- Prototyping
- User research and turning data into actionable information
- Facilitating sign-off and delivery

Azure websites (ACOM); Cognitive Services

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

- Working directly with stakeholders
- Information Architecture
- User testing
- Mockups
- Prototyping
- Delivery presentations and redlined specs for development

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

- Working directly with stakeholders and development
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User Experience Director, Product Strategist, and Founder for NED Learning www.nedlearning.com

2016 - Present,

This is a non-profit business I own and run as a passion project. It is designed to help revolutionize education. We do teacher workshops, create software solutions, and challenge conventional education practices.

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 for their sales tax online portal.

Partner, Sr UX Designer, Product Strategist, Creative Director, and Product Owner 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: **Sr 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, Sr UX Designer, Visual Designer, Website Developer, and Market Researcher**

Merry Go Ride: [Merry Go Ride Prototype](#) Create a style guide, UX design, developer schemata, and clickable prototype for a ride service app for children.

My roles: **Sr UX Designer and Visual 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: **Product Strategy, 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: **Product Strategy, 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 Designer, Project Manager, Website Developer, 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 studies on Lynda.com and other online learning platforms in order to continually improve my skills and knowledge base. 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/>