Scott Shepherd

PRODUCT MANAGER

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Product development is about constant discovery towards **desired outcomes** and acting on the most beneficial opportunities that drive them. Outcomes should be understood as OKRs using both qualitative and quantitative measures so that they match company vision while having performance metrics to follow. Using Design Thinking and Design Sprints is the best way to create team solutions and validate the opportunities you choose.

1. **Backwards Press Release and OKRs**: Define your vision and goal, then build the steps needed to achieve it while measuring your metrics and performance.
2. **Design Thinking and User Stories**: Ground the project in real life and emotional frameworks.
3. **Design Sprints in an Agile** methodology for lean iterative project development, measuring team velocity, and testing regularly.

EXP

MICROSOFT: 2017-present; **Product Designer 2.**
- Product discovery, user research, data collection, user stories, UX design, experience mapping

The Language Understanding Intelligent Service; Microsoft's NLP authoring portal: https://www.luis.ai/home
Cognitive Services: Azure marketing websites (ACOM): Cognitive Services website, Cognitive Services Labs,

NED LEARNING: 2016-present; **UX Director, Product Strategist, and Founder**, www.nedlearning.com
- Product discovery, user research, user stories, UX design, visual design

AVALARA: 2017; **Sr. UX Designer**.
- Leading UX discovery, user research, UX design

SOLID STATE PROS: 2014-2018; **Sr UX Designer, Product Strategist, Creative Director**
www.solidstatepros.com.
- Product discovery, product management, UX design, research, operations, team lead, visual design, video production, accounting, marketing

TECH

- Jira: Confluence
- Microsoft Office Suite
- Sketch (mockups)
- Invision (prototyping)
- Adobe suite
- HTML5
- CSS3
- Github
- Slack

EDU

Bachelor of Science in Cognitive Psychology
Evergreen State College 2000-2003: These studies included artificial intelligence, computer science, logic, discrete mathematics, psychology, neurobiology, and statistics.

Bachelor of Arts in Digital Media

Evergreen State College 2000-2003: These studies included full production, screenwriting, storyboarding,, video, photography, audio, communication, anthropology, and marketing.