

Scott Shepherd

UX Designer and Product Owner

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Introduction

I have been an Owner/Partner at Solid State Pros LLC, a digital agency, for 3 years. We use an Agile philosophy 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 lifecycle:

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

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 project development.

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

Technologies I use

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

Recent Experience

UX Designer at Filter Digital www.filterdigital.com

2017

This project entails 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 - 2017

Notable Projects:

Stoel Rives LLP: 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**

- **Lead a design team** towards a simple and clear user interface
- Worked directly with the client to **create user stories and timelines**
- Used **Adobe Illustrator** and **Photoshop** to create mockups for review and design for developers
- Daily scrum meetings with developers to guide implementation of features

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**

- Used **Adobe Illustrator** and **Photoshop** to create concepts and mockups for branding and UX direction
- Conducted **face to face interviews** with potential customers
- Created **user personas** and **infographics**
- Held creative meetings to elicit ideas for direction and mood

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**

- **Led a branding team** to create concepts, moodboards, and mockups
- Used **Adobe Illustrator** to create logos for reviews, iterations, illustrations, and a final logo
- Performed **research** into user base, potential clients, and current competitors in order to create something original and impressionable.
- Using a **Bootstrap** template I used **HTML5** and **CSS3** to create the website

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**

- Using **Adobe Experience Design** I create a clickable prototype, style guide, UX design, and developer schemata in one easy location

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**

- Collect requirements from client and formulate feature list
- Present **Drupal** choices and theming to client
- Mock up page layout and experience
- Coordinate with developer and deliver on time
- Continuing relationship with support and maintenance

Lake City Hub: [Lake City Hub Prototype](#) Create a UX design and clickable prototype for the Lake City Hub application

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

- Using **Adobe Experience Design** I created a clickable prototype

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. [Epic Meet Video](#)

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

- Developed timeline and budget for project
- Hired a Director of Photography, actors, makeup artist, and crew
- Facilitated the rental and logistics behind equipment
- Scouted locations
- Facilitated the scripting team
- Create shot list
- Chose music and sounds
- Edited footage with **Adobe Premiere**
- Facilitated hosting and linking with marketing website

Vett.cloud: Create a brand, logo, style guide, and 2 animated videos conveying value and explaining the product, which brings together stakeholders in a project and lets them analyze an opportunity anonymously

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

- Used **Adobe Illustrator** to create mockups
- Using **Adobe After Effects** to create an animation highlighting the value proposition of the product: [Vett.cloud Value](#)
- Using **Adobe Audition**, **Adobe Illustrator**, and **Videoscribe** to create a white boarding animation that explains the product: [Vett.cloud Explanation](#)

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.

Gelotte Hommas Drivdahl Website: Facilitate the development of designed comps.

www.theartofarchitecture.com

My role: **Project Manager**

- Using **Adobe Illustrator** adjust and export various assets as needed for development
- Using **JIRA** to track the production workflow

Creative Director, UX Designer, and Brand Strategist for NED Learning

www.nedlearning.com

2016 - 2017, As Creative Director I facilitated branding, character design, graphics, and UX design on various projects. I am also an owner and help develop strategy.

- Using **Adobe Illustrator** I created a logo, brand assets, a learning board game, and worksheets

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:

- 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

Steve Haak: CEO and VP of Strategy at Solid State Pros LLC, 206-407-9689

Stephen Morrissey: Program Manager at Sinclair Digital, 206-475-1290

Daniel Carpenter: CEO and Senior Designer at Motive LLC, 206-795-0189

Kieran O'Mahony: Neuroscientist at UW and NED Learning, 206-499-0176

Paul Clifton: Associate System Administrator at Nintendo, 208-982-7115