Scott Jackson

PRODUCT DESIGNER

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ABOUT ME

With a rich background spanning landscape architecture, urban design, & product design, I bring over 5 years of experience in working cross-functionally to create innovative solutions. My expertise lies in merging visual design prowess with strategic thinking, delivering both accessible & delightful user experiences.

SKILLS

Design Skills

User Research, Usability Testing, Design Systems, Wireframing, Responsive Design, UX Writing, Content Strategy, Rapid Prototyping, A/B Testing, Prompt Engineering

Design Tools

Figma, Figjam, Maze, Mural, Adobe CS, CSS, HTML5, JavaScript, Notion, ArcGIS, AutoCAD, Rhino 3D, SketchUp, Lumion

CERTIFICATES

Designlab UX Academy

480+ coursework hours in UX & UI design, qualitative & quantitive research methods, information architecture, branding, & content strategy

UX Foundations: Content Strategy

Agile Foundations

WCAG2.2 Guidelines

EDUCATION

University of Pennsylvania

Master of Landscape Architecture; coursework in computational geometry & 3D visualization

Hampshire College

Bachelor of Arts, Urban Studies

EXPERIENCE

Product Designer | Freelance

Jun. 2022 - Present, Remote

- Partner with nonprofits, B2C and B2B startups to implement product design solutions to accelerate growth
- Design elegant user experiences for web and mobile apps
- Validate design choices with UX research, user research & usability testing
- Communicate with executives & cross-functional teams to align around business goals & ensure 100% on-time delivery
- Develop content & design strategies to meet client needs, such as boosting conversions & user retention
- Collaborated in the conceptualization and interactive graphic layout design of commercial treatments for the production company, Society.tv

Landscape Designer | Munden Fry | Award-Winning Landscape Design Firm

Nov. 2021 - May 2022, Remote

- Designed bay area based wineries & private residencies in coordination with clients, architects, & engineers
- Provided research & design assistance for a 2.5 acre $2 Billion revitalization of the Freedom West Homes (affordable housing) in San Francisco

Urban Designer | MIG | Award-Winning Design Agency

Nov. 2018 - July 2021, Los Angeles, CA & Remote

- Designed 14 multi-year projects; parks, campuses, & multi-unit housing for projects across California & the mid-west, including the award-winning 126 acre $83 million Earvin "Magic" Johnson Park renovation in Los Angeles
- Led focus groups with 24 users to aid in the design of Pasadena Playhouse Park on a former downtown parking lot site
- Facilitated cross-functional communication with clients, engineers, & architects

FREELANCE UX PROJECTS

Jun. 2022 - Present, Remote

Bushfire Theatre of Performing Arts | View Live Project

- Designed a mobile & desktop website for Bushfire Theatre, aligning with their transformative & inspiring brand values; strategically positioned to amplify membership, workshop registrations, & community engagement
- Achieved a 525% boost in organic traffic through SEO optimization; introduced user-friendly interfaces to facilitate class & workshop registrations, a feature previously unavailable on their site

Stealth Mode | Early-Stage AI Enterprise Startup

- Crafted an AI-enhanced SaaS product prototype, streamlining research & context analysis for data science professionals
- Designed their logo & an early mockup of their design system
- Partnered with software engineers & data scientists in a pivotal role as the lone designer

TourBuddies | Designlab

- Led the design of a prototype for an app focused on discovering sites to explore, sharing bookmarks, & finding TourBuddies
- Conducted user interviews & usability tests to guide & validate design decisions