



Scott Jackson

PRODUCT DESIGNER

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415.637.6669

ABOUT ME

With a rich background spanning landscape architecture, urban design, & product design, I bring over 6 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

ACHIEVEMENTS

1st Place

Crossing-Z Hackathon

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

Society.tv

- Collaborated on the conceptualization and interactive graphic layout design of commercial treatments for society.tv, ensuring brand alignment

Bushfire Theatre of Performing Arts

- 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 Start-Up

- 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

Empowering the Masses/Beam Media Group (Nonprofit)

- Revamped the mobile & desktop website for usability among job training participants & donors to increase program engagement & donations
- Scored a 5/5 success rate on 3 tasks during usability testing

TourBuddies

- 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

Engagement Lead | IterateUX | Designer-Driven Org. for Learning and Collaboration

May. 2024 - Present, Remote

- Lead a diverse team of designers and interns, fostering a collaborative and creative environment to deliver high-quality visual assets for social media channels
- Develop and maintain a consistent visual brand identity across all social media platforms by creating comprehensive style guides, color palettes, and typography guidelines
- Collaborate with content creators, copywriters, and marketers to design engaging visual content, including graphics, videos, and animations, that align with marketing objectives
- Leverage UX design principles and analytics to optimize social media content and enhance user engagement

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



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CERTIFICATES

Designlab UX Academy

480+ coursework hours in UX & UI design, qualitative & quantitative 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

Urban Designer | MIG | Award-Winning Design Agency

Nov. 2018 - Jul. 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
- Coordinated cross-functional communication with clients, engineers, & architects

Political Organizer | Yes on C: Our City, Our Home & Yes on Prop 10

Jul. 2018 - Nov. 2018, San Francisco, CA

- Educated San Francisco voters on Proposition C and Proposition 10 through phone banking and canvassing, focusing on homelessness and housing affordability
- Developed and implemented campaign strategies, organized volunteer activities, and ensured effective communication of campaign objectives
- Mobilized supporters through door-to-door canvassing, phone banking, and community events to encourage voter turnout and support for both propositions
- Collaborated with local advocacy groups and organizations to build coalitions and amplify campaign messages

Landscape Designer | Fletcher Studio | Award-Winning Design Agency

Nov. 2017 - Apr. 2018, San Francisco, CA

- Facilitated concept design on projects ranging from multi-unit housing to small city parks, including rooftop terraces in the Dogpatch neighborhood and the memorial forest for Better Place Forests
- Created 3D models in Rhino and SketchUp to visualize design concepts and assist in project presentations

Research Assistant | City Parks Association

Jun. 2015 - Sep. 2015, Philadelphia, PA

- Coordinated with competition team for a Knight Foundation funded project, Urban Arboreta
- Aided in the creation of a decision tool for site selection, including GIS mapping of Philadelphia vacant lots based on a dynamic set of criteria

Intern to the Office of the Director | University of Pennsylvania Press

Jun. 2015 - Jul. 2015, Philadelphia, PA

- Managed rights and permissions for republishing of material from Penn Press books and journals
- Corresponded with publishers and document permissions requests in FileMaker Pro
- Assisted with the nomination of Penn Press authors to awards

Research Assistant | University of Pennsylvania Architectural Archives

Sep. 2014 - Jan. 2015, Philadelphia, PA

- Assisted researchers in locating and retrieving archival materials
- Cataloged new collections and acquisitions, ranging from construction documents and original drawings from designers such as Ian McHarg, Lawrence Halprin, and Denise Scott Brown & Robert Venturi