



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

Student Representative

University of Pennsylvania, 2014-2015

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 team of moderators, ensuring effective collaboration and clear role definitions
- Engage with the IterateUX community, providing support in UX design and fostering a supportive environment
- Onboard and train new moderators and volunteers, equipping them to effectively support community members
- Develop and implement engagement strategies for design challenges, portfolio reviews, and community activities

Landscape Design Associate | Munden Fry | *Award-Winning Landscape Design Firm*

Nov. 2021 - May 2022, San Francisco, CA

- Designed bay area based wineries & private residences in coordination with clients, architects, & engineers to ensure cohesive and high-quality design outcomes
- Provided research and design assistance for a 2.5-acre, \$2 billion revitalization of Freedom West Homes in San Francisco, collaborating with DLR Group and Hood Design Studio on sustainable and community-focused designs



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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

- 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 people to aid in the design of Pasadena Playhouse Park; assisted in the design to transform a former downtown parking lot into an award-winning community space
- From DD to CD phases, I collaborated with CO Architects on the award-winning City of Hope Duarte campus masterplan; coordinated cross-functional efforts to create a clear pathway to the main entrance with a welcoming and tranquil "front door" user experience
- Collaborated with Neil Denari Architects and Studio One Eleven on the design and development of 1040 N. La Brea Avenue, a mixed-use hotel project on the West Hollywood-Los Angeles border
- 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 from designers such as Ian McHarg, Lawrence Halprin, and Denise Scott Brown & Robert Venturi



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Intern | Slought Foundation

Nov. 2009 - Oct. 2010, Philadelphia, PA

- Transcribed symposia moderated by William Menking and Aaron Levy for the book *Architecture on Display: On the History of the Venice Biennale of Architecture*
- Assisted with research for several initiatives and gallery symposia including, *The Perpetual Peace Project*, a collaboration between the European Union National Institutes of Culture (EUNIC), the International Peace Institute (IPI), the United Nations University, Slought Foundation, and Syracuse University

Teacher's Aide and Tutor | Americorps

Sep. 2009 - Jun. 2010, Philadelphia, PA

- Assisted in Mathematics and English classrooms at South Philadelphia High School; worked one-on-one and in groups to improve critical skills
- Founded a tutoring center with over 50 regularly attending students
- Tracked students' academic progress to ensure the efficacy of tutoring programming

Administrative Assistant | DriverSide

Jun. 2008 - Sep. 2008, San Francisco, CA

- Maintained the company's online question and answer forum; provided friendly and prompt answers to inquiries made through phone and email; managed and ordered office supplies
- Facilitated and collaborated on projects in the marketing department
- Wrote a company biography to be included with creative submissions