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# SCOTT MEADOW | UX DESIGN CONSULTANT

5 STAR EXPERIENCE

CLIENTS

I've designed and led software solutions for Fortune 100 clients in Technology, Banking, Financial Services, Retail, Oil and Gas, Construction, Transportation, Chemical, Drilling, and Medical industries.



## TESTIMONIALS

I work with top teams on high-profile projects for top level clients and have proven results.



"Scott is a highly creative, knowledgeable professional. He led design on numerous digital projects across our mobile app practice. He is a leader, and a subject matter expert our clients have come to rely on for top-level advice in UX and mobile technology. His skills are so specialized at the top of his field that he is always in demand and a great asset for digital product teams."

*Brandon Webber – Managing Director*



"I worked directly with Scott on a number of banking applications. Scott's ability to anticipate user needs, and digest them quickly is one of his core strengths. He is able to analyze the market competition and recommend thoughtful feature sets to distinguish the product rapidly in the marketplace. He is a pleasure to work with, enhancing team spirit with his positive and collaborative work ethic."

*Brian Hayes - User Research Director*



"Scott worked as lead interaction designer for me. He is highly creative and strategic in his thinking. He develops innovative solutions and knows how to motivate design teams to ensure products are top notch. He would be a valuable asset on any team."

*Piper Lemons - User Experience Manager*



"I worked side-by-side with Scott on a number of UX projects. His creativity and ability to deliver innovative designs is outstanding. He is able to quickly identify UX issues and recommend high quality solutions to key stakeholders in a timely and professional manner."

*Marco Hivera - Senior Interaction Designer*



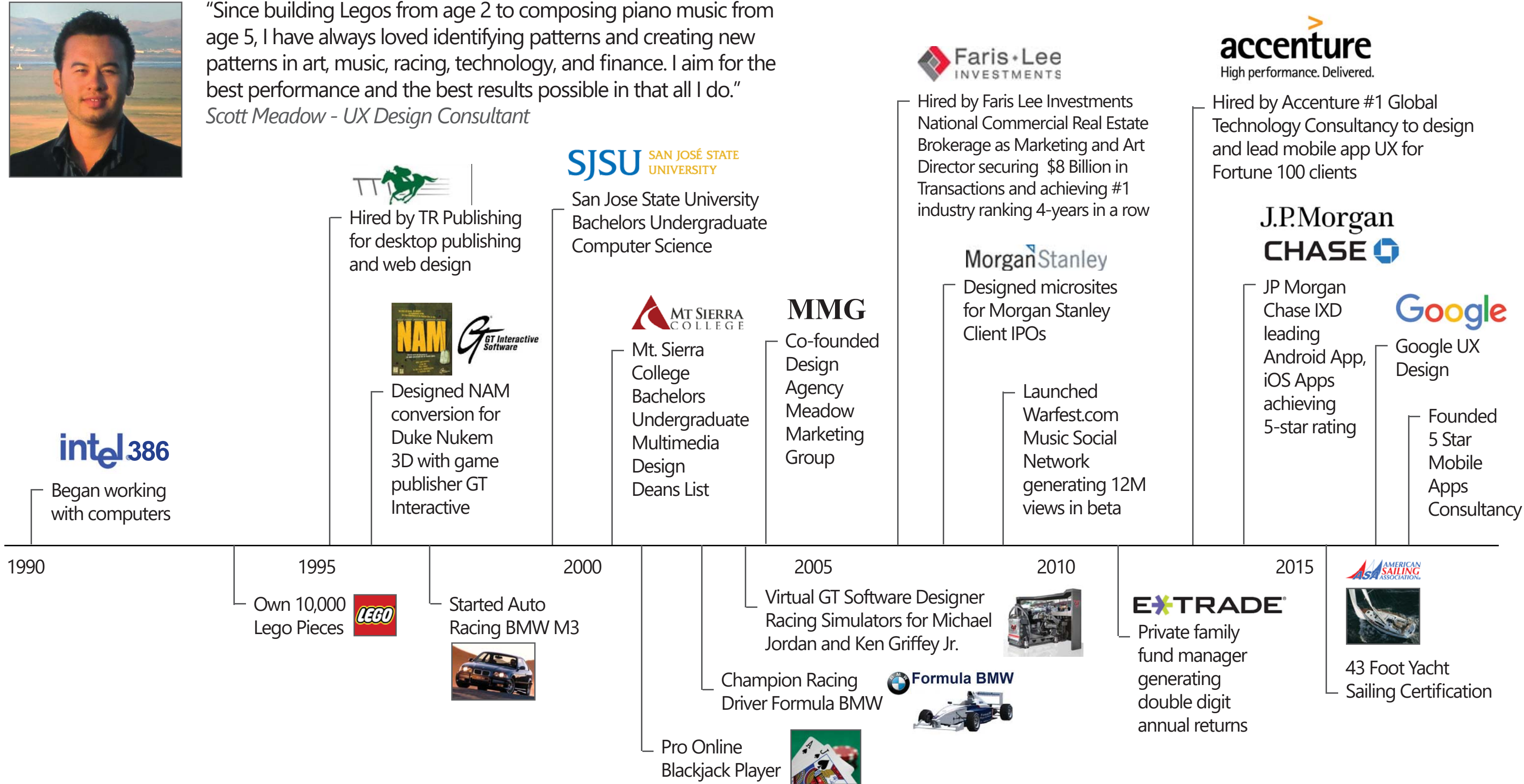
"Scott worked on several web and graphic design presentation projects for high profile clients, his presentation quality and attention to detail is unprecedented."

*Peter Irvin - Investment Banker*

5 STAR PERFORMER



"Since building Legos from age 2 to composing piano music from age 5, I have always loved identifying patterns and creating new patterns in art, music, racing, technology, and finance. I aim for the best performance and the best results possible in that all I do."  
 Scott Meadow - UX Design Consultant



1990



Began working with computers

1995

Own 10,000 Lego Pieces



Started Auto Racing BMW M3



2000



San Jose State University Bachelors Undergraduate Computer Science



Mt. Sierra College Bachelors Undergraduate Multimedia Design Deans List



Co-founded Design Agency Meadow Marketing Group

2005

Virtual GT Software Designer Racing Simulators for Michael Jordan and Ken Griffey Jr.

Champion Racing Driver Formula BMW



Pro Online Blackjack Player



2010



Hired by Faris Lee Investments National Commercial Real Estate Brokerage as Marketing and Art Director securing \$8 Billion in Transactions and achieving #1 industry ranking 4-years in a row



Designed microsities for Morgan Stanley Client IPOs

Launched Warfest.com Music Social Network generating 12M views in beta



2015



Private family fund manager generating double digit annual returns



Hired by Accenture #1 Global Technology Consultancy to design and lead mobile app UX for Fortune 100 clients



JP Morgan Chase IXD leading Android App, iOS Apps achieving 5-star rating



Google UX Design

Founded 5 Star Mobile Apps Consultancy

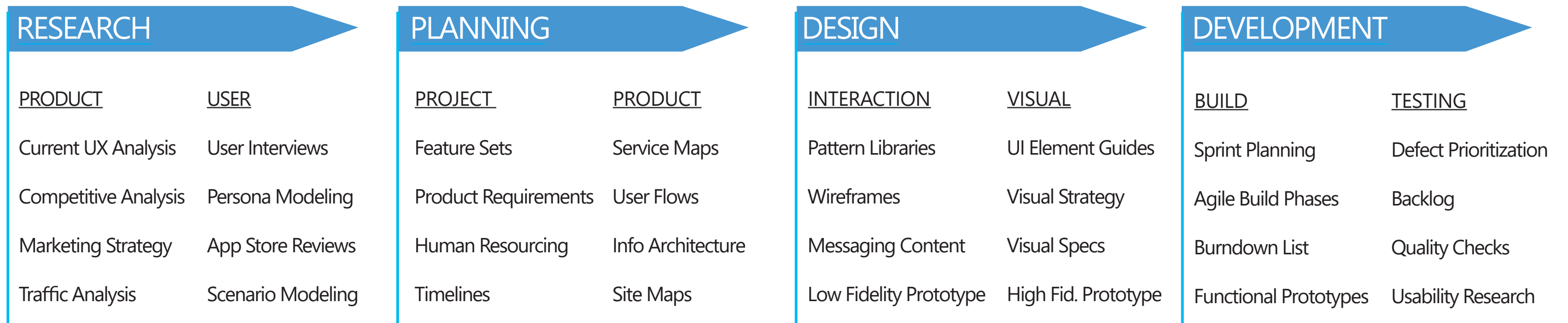


43 Foot Yacht Sailing Certification

## 5 STAR PROCESS

My expertise lies in my ability to create innovative software solutions in a highly competitive marketplace by understanding the unique combination of research, planning, design, and development. Throughout my 20 year career, I've designed and led hundreds of software solutions. I take a unique approach across multiple disciplines. From the efficiency of racing car dashboards to formula car team testing and production cycles, to 43ft sailing navigation to online blackjack risk management, I bring a unique breadth of experiences which translate into award winning software applications. Because I have extensive product experience throughout all phases of the product life cycle, I am able to take on many roles and contribute in many areas to rapidly launch a high quality product.

Throughout product cycles, we have concurrent activities taking place with numerous possible deliverables.



## TECHNOLOGY

Throughout my 20 year career, I've worked with a variety of design and development technologies to design the best applications possible.





## 5 STAR DESIGN

To create a compelling 5 star experience, I focus on 5 main points of design principles: simplicity, ease of use, efficiency, excitement, and support. With these considerations in place, we create quality designs to produce the best possible quality and performance outcomes. I consider these factors when scoring application usability in addition to creating new trend-setting and award-winning designs to meet critical performance objectives.



## PRODUCT

Contextual constraints must also be considered when producing a design as these have a direct impact on the ultimately shippable product. In addition to pursuing a frictionless and delightful experience, we must consider the needs of all stakeholders involved and balance those needs to produce the best viable product on time.

Business Requirements

Product Requirements

Marketing Requirements

Design Language

Development Capabilities

KPIs

User Feedback

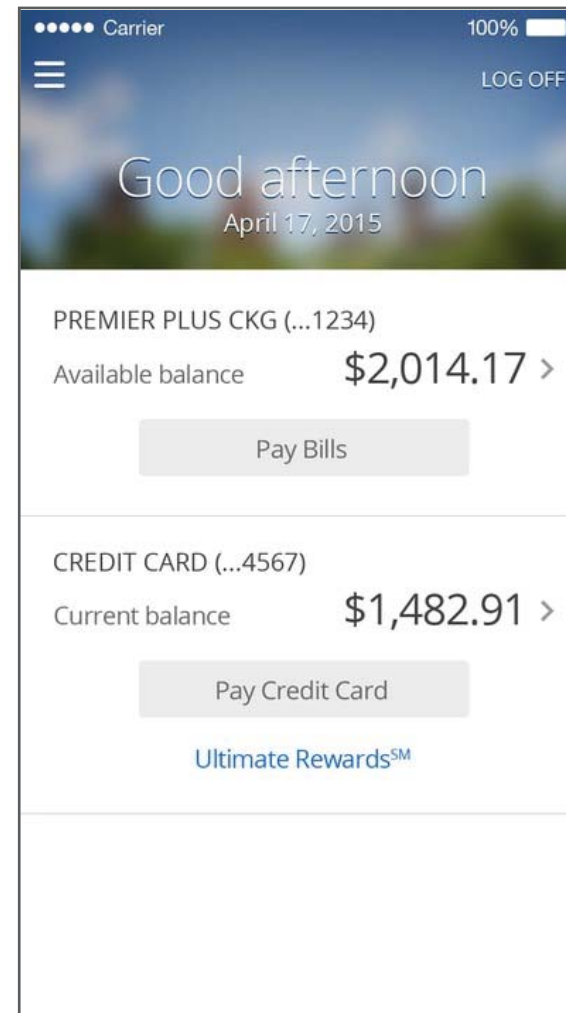
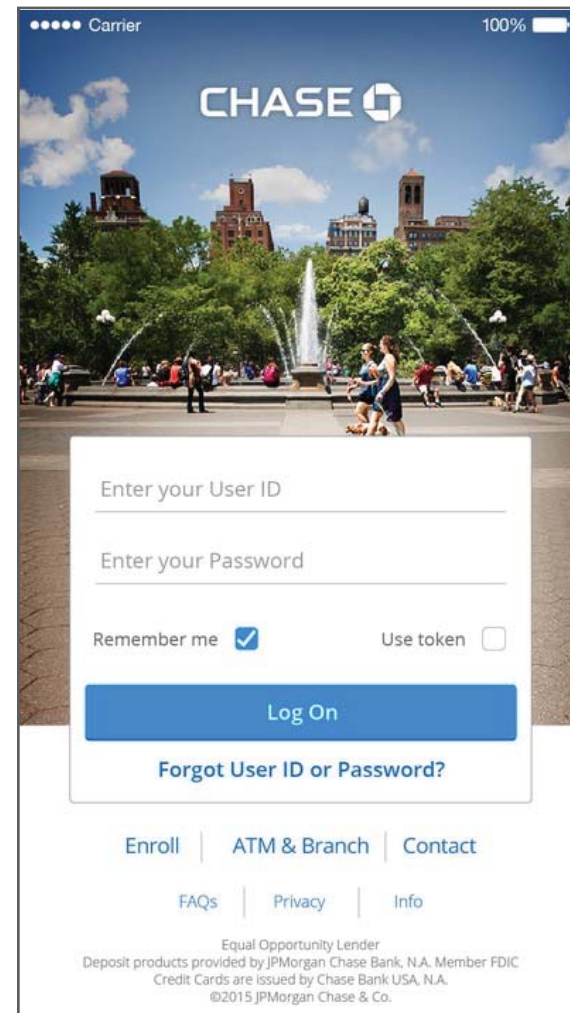
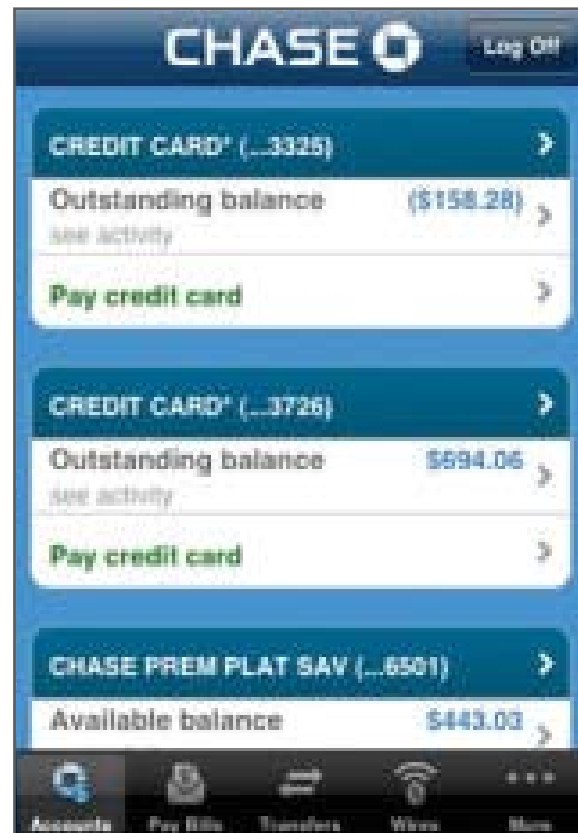
Launch Dates

CHALLENGE Mobile Consumer Banking

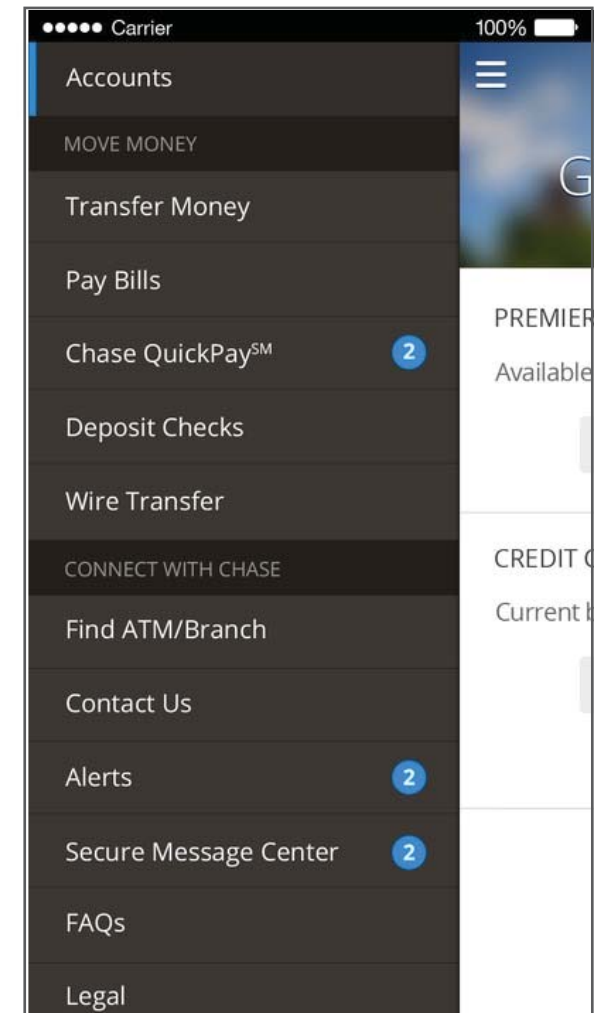
JP Morgan Chase had just launched their new highly anticipated iOS application to nearly 10 million mobile users. Although the navigation paradigm had changed and the visuals drastically improved, users were dissatisfied and asking for more useful new functional features. The mixed reviews resulted in an app store rating of just 2.5. The application needed to answer users requests and give them some features they really wanted, more than just a visual refresh. The app needed a new feature to boost the rating and stand out in the marketplace.



Old Chase App

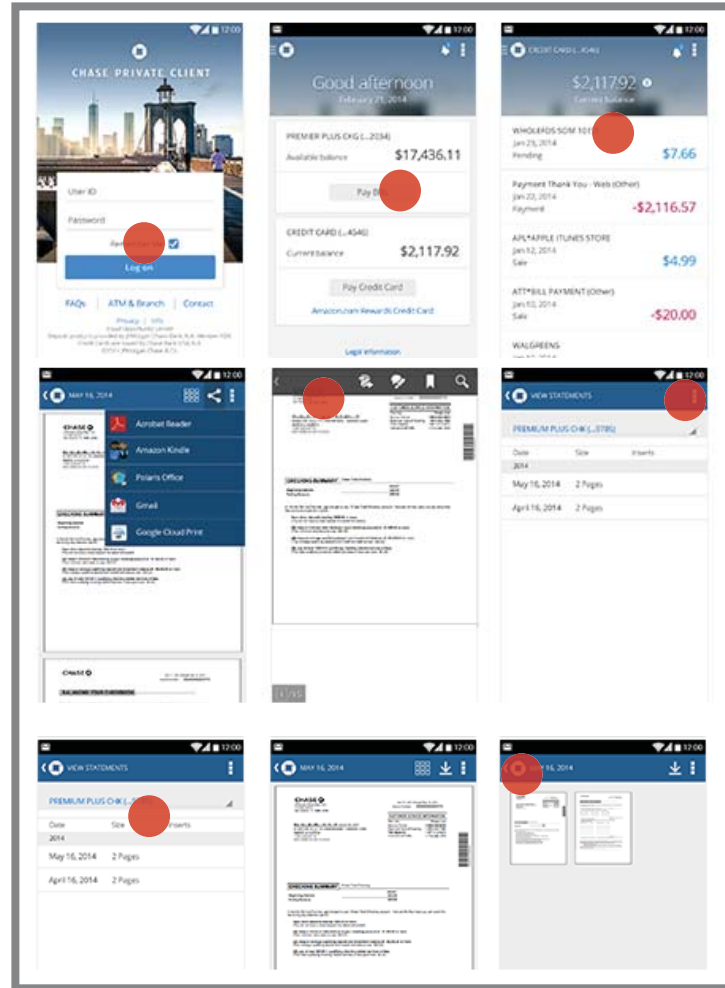


New Chase App



PRODUCT RESEARCH

Before the design work could begin, I needed to fully understand the context of the product vision and find the right niche for a compelling product feature.



Current User Experience Analysis

To best understand the problem, I first performed an independent usability test using industry best practices to determine pleasure and pain points throughout the app experience by scoring simplicity, ease of use, efficiency, excitement, and support.



Competitive Analysis

I downloaded competitive apps and performed a feature inventory to understand how the application compared within the marketplace from a capabilities perspective.



Marketing Strategy

I considered marketing strategy factors to ensure the feature would be well received internally and in the public marketplace.



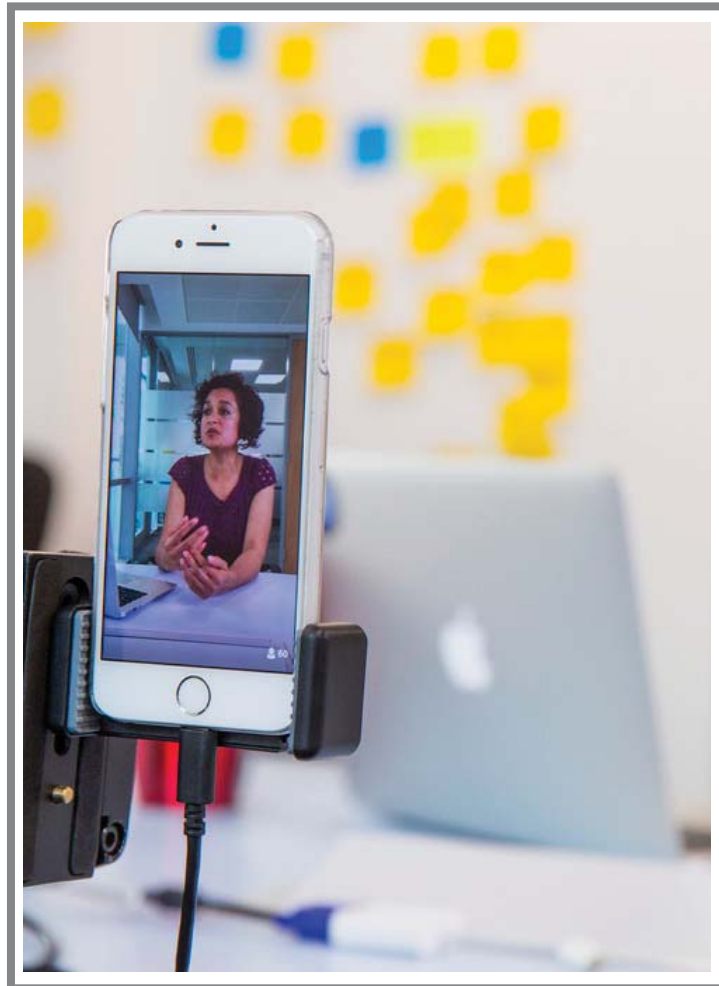
Traffic Analytics

I reviewed detailed traffic analytic reports to determine which areas of the application were being utilized and which areas were lacking usage.



USER RESEARCH

Once I understood the product context and usability, I focused on user needs and feedback.



User Interviews

I reviewed user interview summaries and participated in user interviews to understand first-hand from sample users, how they were using the product and what they wanted to achieve using the app.

**Natalie Underwood**  
Procurement Specialist  
SCH

**Martin Sheridan**  
Business Manager, Sales  
Mobility

**“I have worked as a procurement specialist at Lucent for ten years in different BUs. I don’t really know anything at all about software, but I do know how to negotiate a good contract.”**

**“As part of the sales force, I affect Lucent’s bottom line. But sales isn’t just about knowing our product, it’s about knowing the competitive landscape as well.”**

**Background information**  
Natalie has worked as a procurement specialist at Lucent for ten years. During most of that time, she’s been responsible for negotiating with hardware vendors. She was recently switched to the OCGS software team which she negotiates with software vendors who make software products that are used directly in Lucent products. She says she doesn’t really know anything at all about software, but does know how to negotiate a good contract, how to evaluate risks in using a vendor, and how to implement strategies for minimizing the risk. She relies heavily on info about vendor companies, market information, and she at times needs to learn about the new technologies she works with. She uses Google or vendor resources to find vendor websites.

**Goals**

- Get the best deal for Lucent on the products we buy. (Save the company money)
- Track the companies I’m working with
- Keep on top of what my responsibilities

**Background information**  
Martin has worked on competitive 3G mobility solutions with the 3G sales organization for the past 4 years. He provides a technical view of Lucent solutions vs. what the marketplace has to offer. He understands our telecom solutions and how they compare to competitors. To stay ahead of the market and to find the information he needs to do his job, he relies heavily on market and equity reports, company and competitive intelligence information (competitors’ business and product developments, interview topic tracking alerts and his collegial network. He has 20 years of experience in telecom. He possesses heavy research skills and relies heavily on email alerts.

**Goals**

- Keep Lucent’s offerings competitive
- Understand Lucent solutions to provide technical information to users about our products
- Understand how standards affect our products

Persona Modeling

Through these interviews, we compiled personas to give specific examples of the user types and their needs.

**Chase Mobile™**  
By JPMorgan Chase & Co.  
Open iTunes to buy and download apps.

**Description**  
Do your banking right from your mobile device. You can manage your accounts, make deposits, find ATMs and more.

**What’s New in Version 2.610**  
Minor bug fixes and improvements

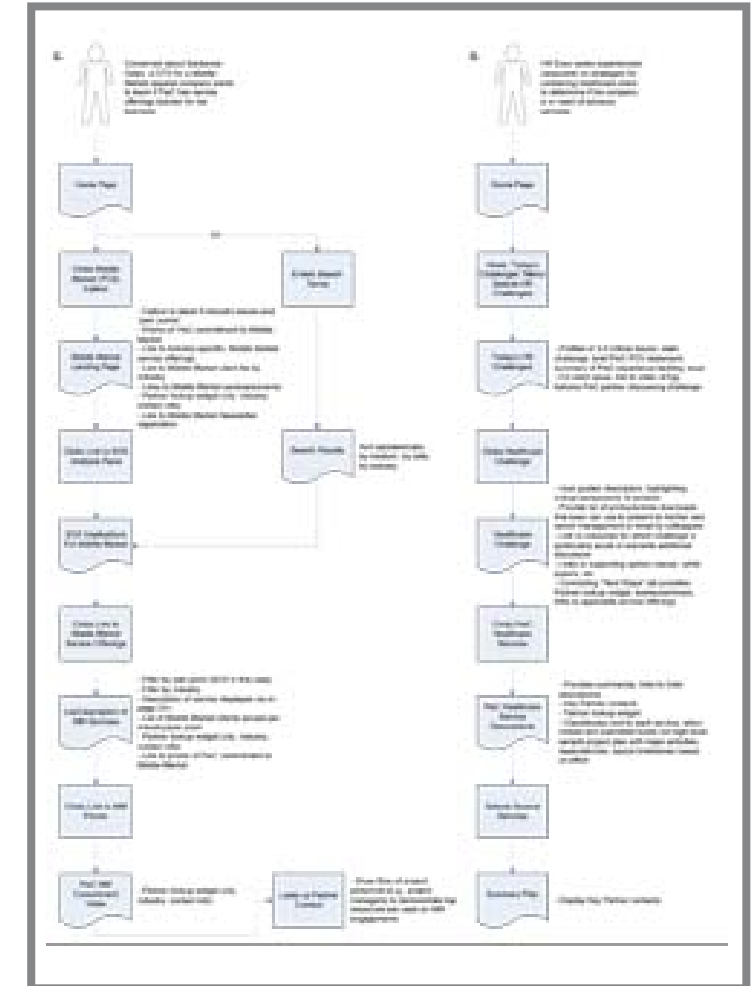
**iPhone Screenshots**

**Customer Ratings**  
Current Version: 4.5 stars (1220 Ratings)  
All Versions: 4.5 stars (20220 Ratings)

**Customer Reviews**  
It’s a great banking app for those who get how to use it. ★★★★★  
I don’t see how so many people on the reviews complain about not showing current amount and how things are pending constantly. The people that’s what happens in your bank account when you use it daily. I actually enjoy the fact that Chase shows my updated available balance even when charges are pending. The exception for checking is there because it does what it’s supposed to, on the most part, but doesn’t show. ★★  
Overall, the app does what it’s supposed to- I can see my balances, make transfers, and use quick pay. So for doing the basics, it gets a three.

App Store Reviews

Next I read all app store reviews to gain insights and detailed feedback to understand exactly what features users liked and disliked most about the current application and competitors applications.



Scenario Modeling

By reviewing analytics and user research, I could create a series of user stories and model common user scenarios from which to improve the user experience.



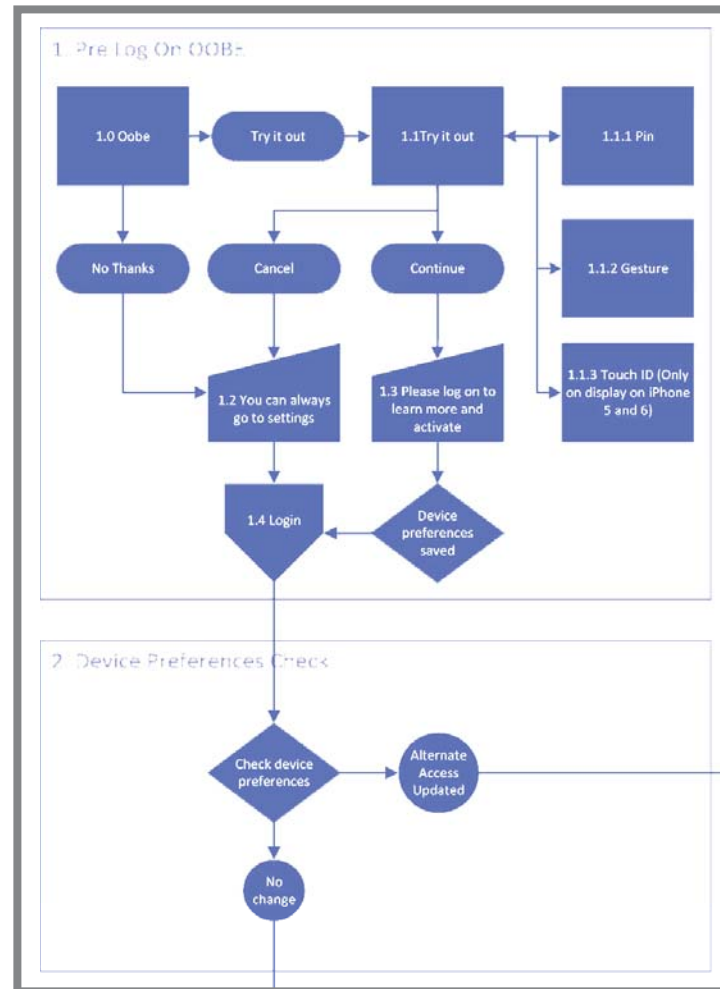
PRODUCT PLANNING

To design the best possible product within the timelines, I needed to understand all of the constraints and limitations the current platform allowed.



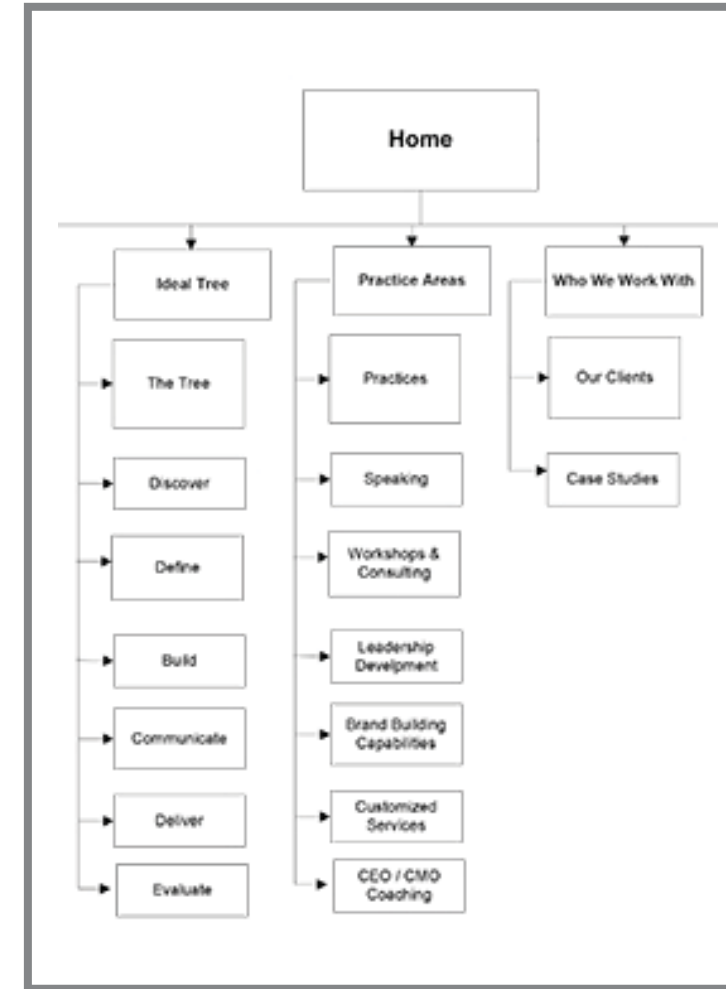
Service Maps

As part of planning, I needed to understand service layer limitations and performance. What information could we show to users and what were the restrictions?



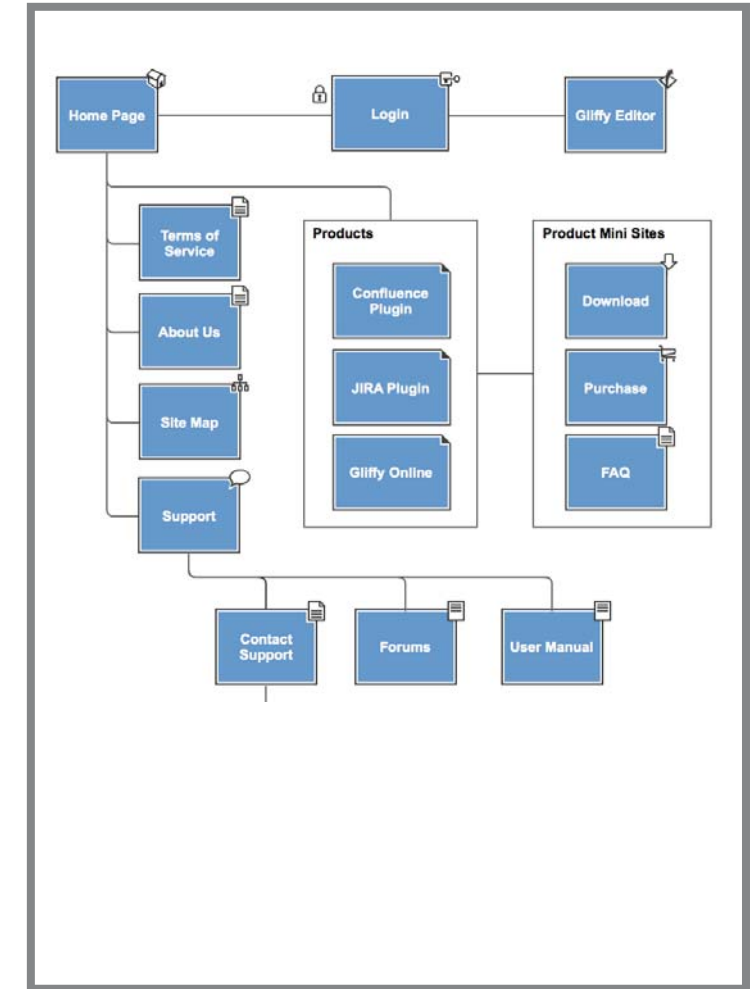
User Flows

I crafted complete user flows based on scenario modeling to cover all potential user pathways.



Information Architecture

From the user flows, I created an information architecture and navigational structure to allow for a frictionless experience wherever possible and one which would make sense to the user.



Site Maps

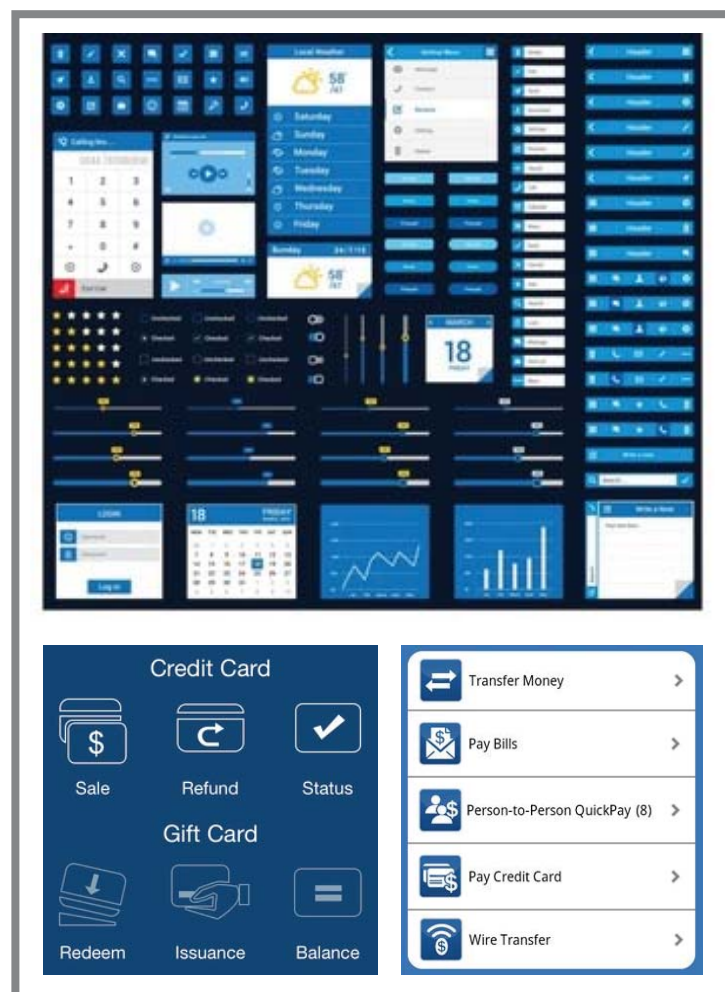
I created a detailed site map with reference numbers so that throughout the design and development process, we could easily reference what we were building and maintain accurate status updates.

Note: due to intellectual property agreements, images shown above are only representative of work performed and not actual examples of work documentation.



## INTERACTION DESIGN

During the design phases, I also worked with the development teams to create functional front end designs while exploring back-end service capabilities and performance limitations to gain better clarity as to which concept was most feasible to be released. I tested all of the concepts with focus groups to determine which concepts they found most useful before finalizing visual designs.



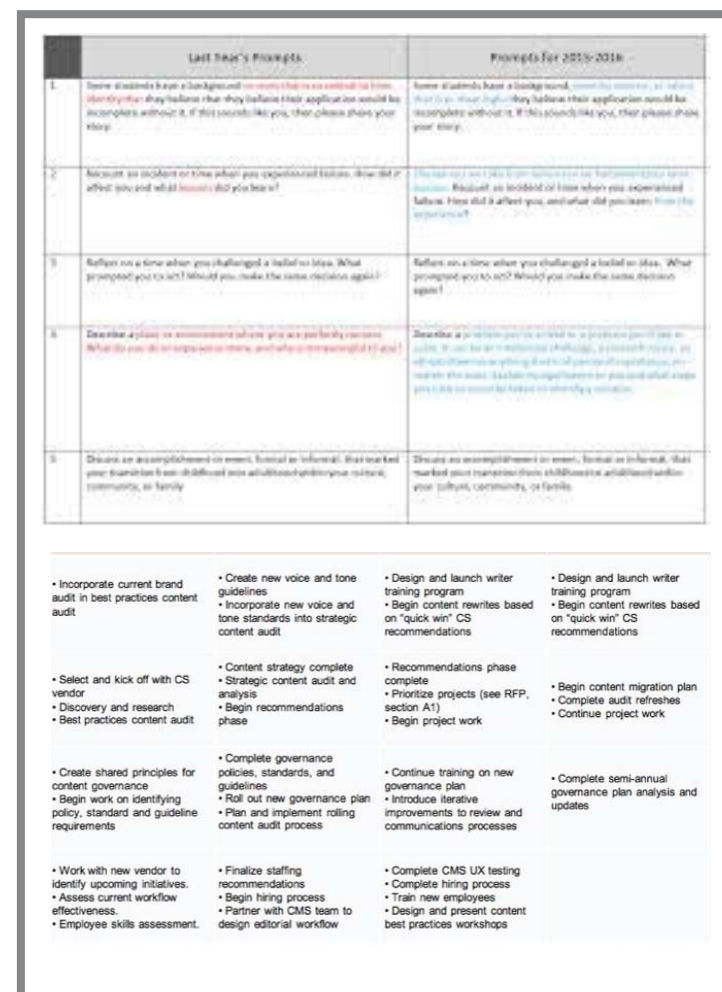
Pattern Libraries

To start the design phase, I looked at existing corporate branding guidelines and libraries for a look and feel comparable to existing applications so that a finalized product could be approved quickly and fit within the existing suite of software applications.



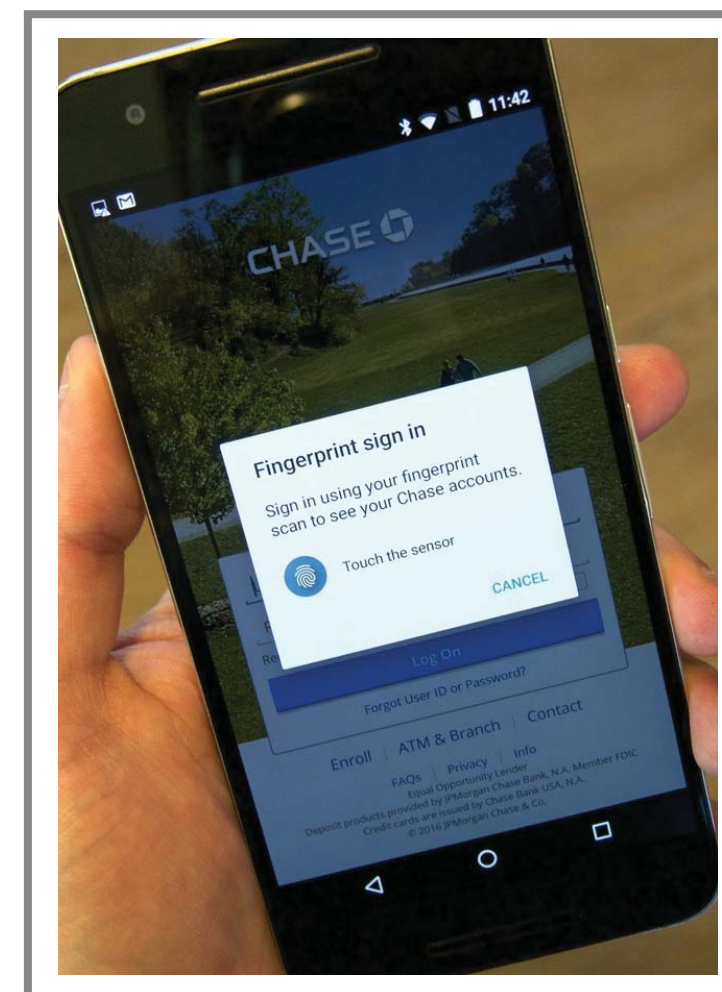
Wireframes

I created wireframe screens from user flows, information architecture and site maps to connect the interaction points. I usually start with medium fidelity screens with color to get greater accuracy during user testing.



Messaging Content

I created messaging content and also worked with a the in-house copywriter to perfect each message to reduce pain points and explain each step in the experience perfectly.



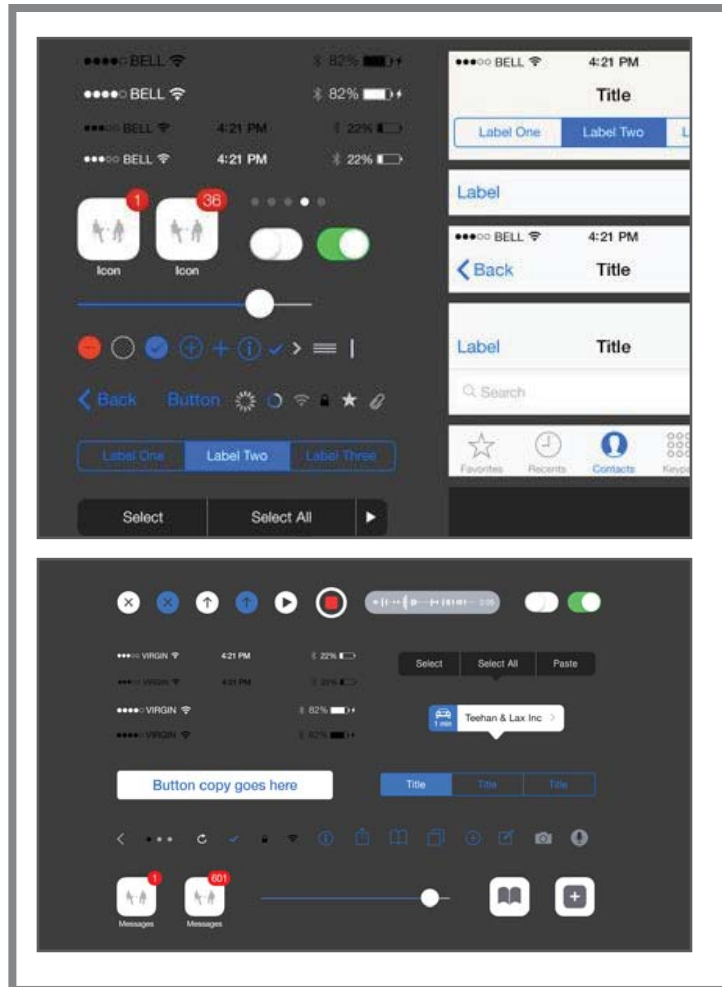
Low Fidelity Prototypes

Once the design draft was ready, I created a number of low-fidelity interactive prototypes to demonstrate to key stakeholders and test with users. It was paramount that these first level designs be finished quickly so we could pivot based on user feedback as needed.



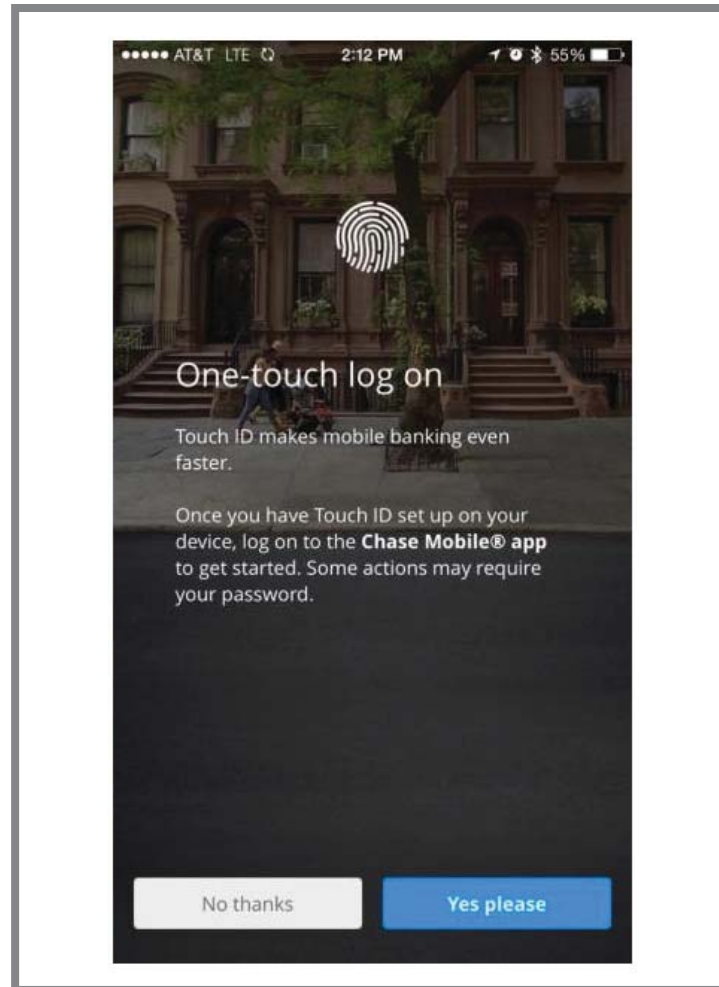
VISUAL DESIGN

During the interaction design phase, I worked with a team of visual designers to create the right look and feel for various prototypes.



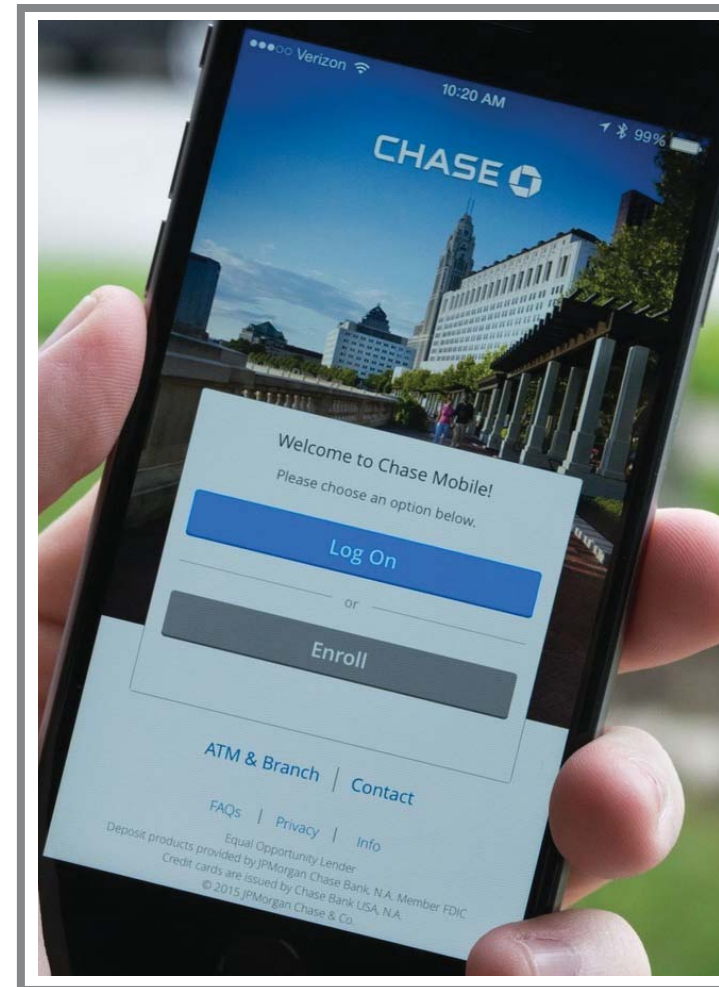
UI Element Guides

As needed, I created new UI elements to be used in final production such as iconography and buttons while adhering to platform specific and corporate design pattern guidelines.



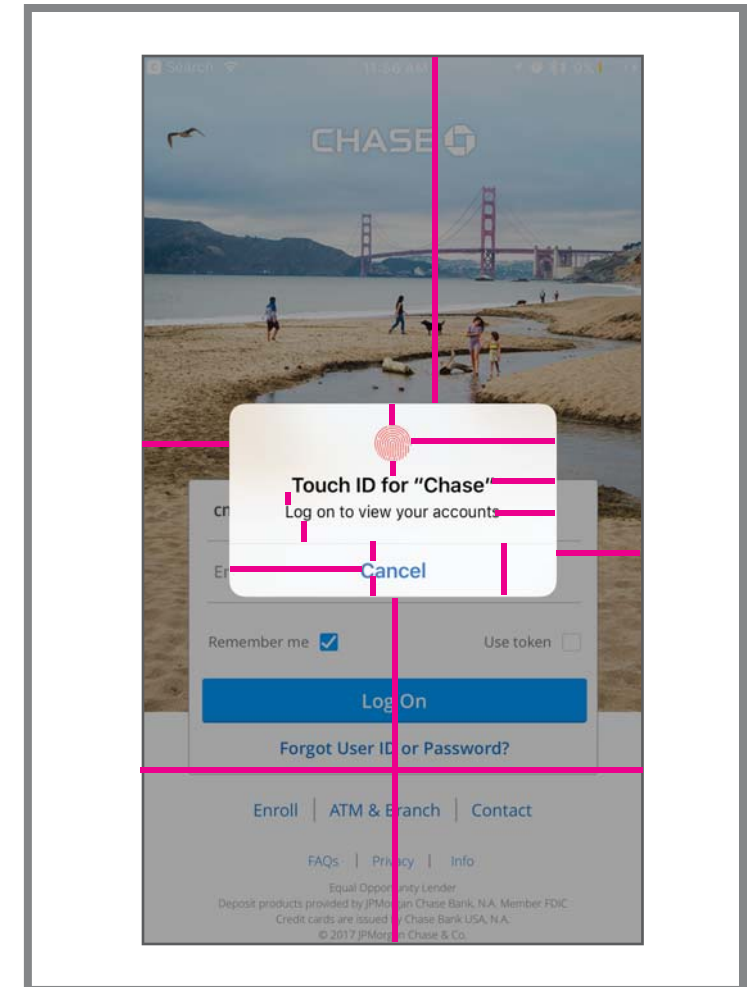
Visual Strategy

I worked with the visual design teams to collaborate on the appropriate look and feel for each prototype leveraging the corporate visual strategy and where appropriate, recommend modifications.



High Fidelity Prototypes

Utilizing pixel perfect visuals, I created High-Fidelity Prototypes to be used for greater level detailed usability research and for internal presentations with stakeholders and executive teams. These prototypes were as close to UX as possible with minimal code.



Visual Specs

Once the visual screens and elements were finalized, I created specifications for appropriate fonts, colors, and spacing for development teams to implement.

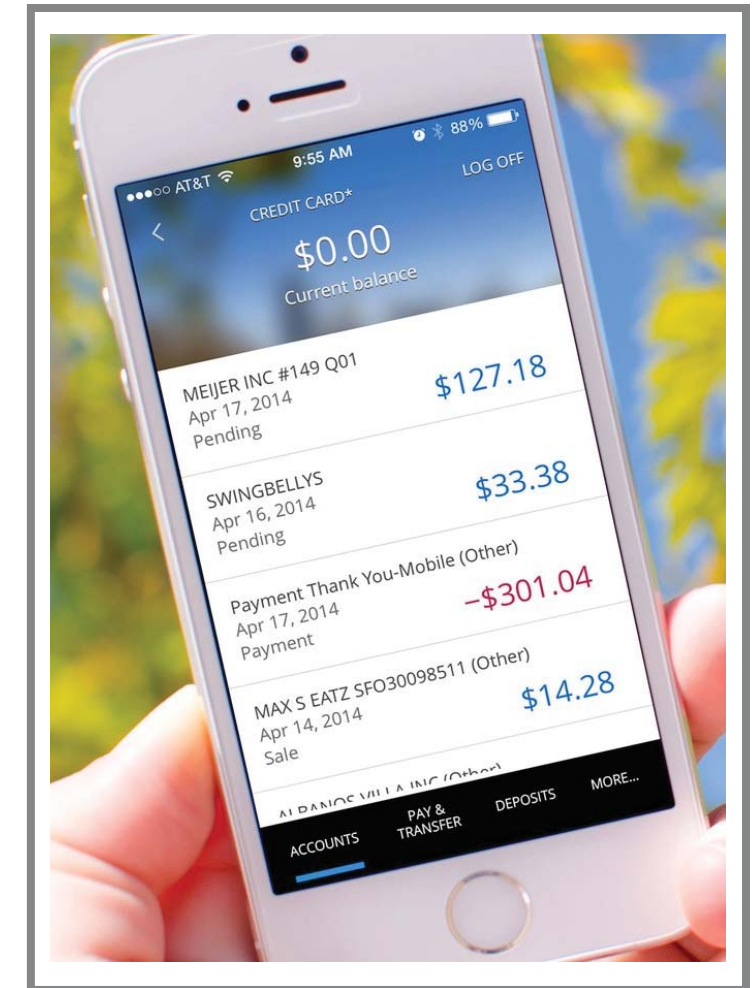
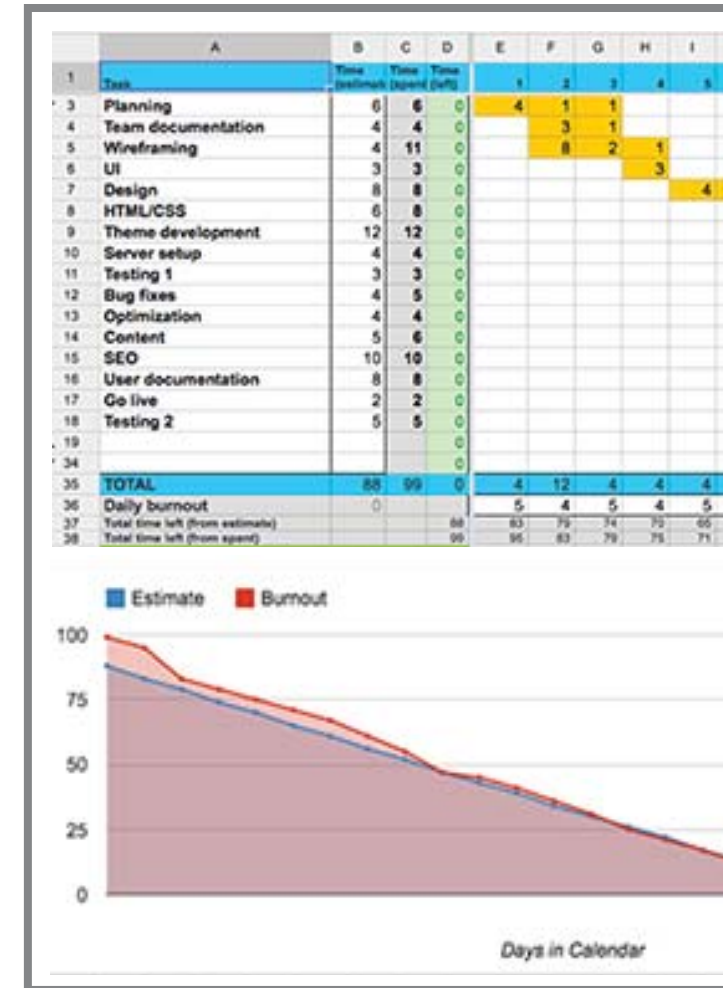
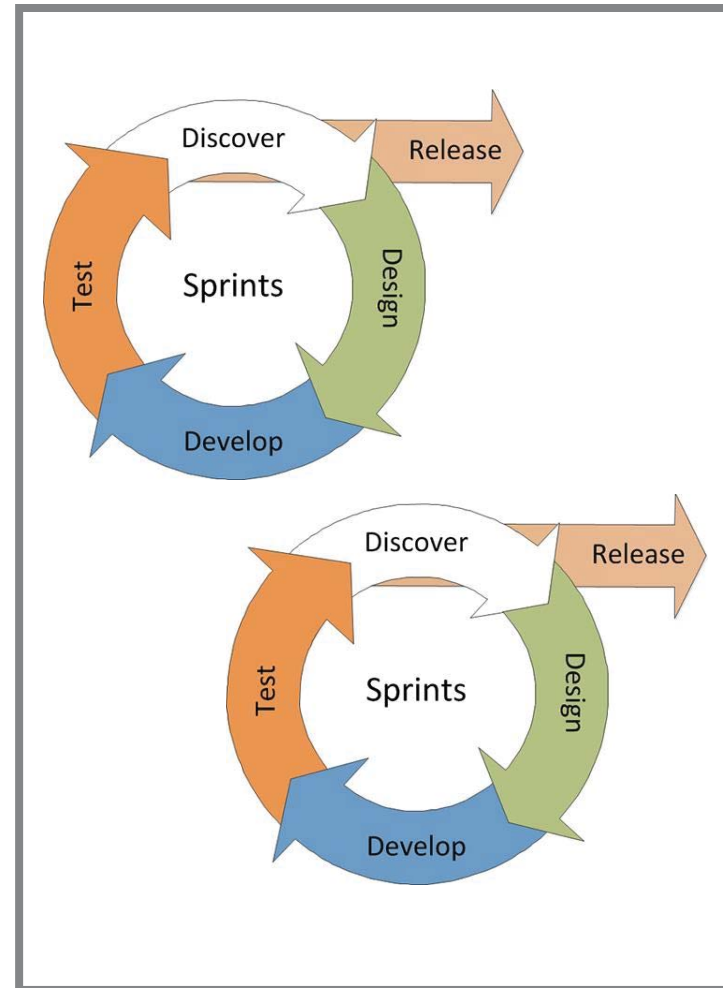
## DEVELOPMENT BUILD

To ensure development production dates would be met, I engaged development teams once discussion of possible features was underway. I wanted to make sure we had enough runway to build what the product would be so development teams began building functional capabilities long before and screens were ever produced. Once we got closer to production specs, we would connect the front end with back-end capabilities.

Story Title	Totals
As a user I want to be able to manage my user profile	
As a user I want to be able to login to the application securely	
As a user I want to be able to reset my password	
As a user I want to be able to logout of the application	
As an administrator I want to be able to create new users	
As an administrator I want to be able to reset user passwords	
<b>Totals</b>	
As a user I want to be able to view a list of data	
As a user I want to be able to export data	
As a user I want to be able to copy and paste data	
As a user I want to be able to visualize data	
As an administrator I want to be able to configure views of data	
As an administrator I want to be able to create new data	
As an administrator I want to be able to delete data	
<b>Totals</b>	

	A	B	C	D	E	F	G	H	I	TOTAL
sprint planning		3.50								3.50
stand ups		2.25								2.25
pre-BLG			2.00							2.00
backlog grooming		1.00								1.00
sprint demo		1.00								1.00
sprint retrospective		1.00								1.00
other teams' demos		2.00								2.00
<b>SubTotal (repeating Scrum)</b>		<b>10.75</b>								<b>10.75</b>
Tech Leadership mtg			3.00							3.00
OCB			2.00							2.00
Guides			2.00		2.00					4.00
Company-wide All-hands		1.00				1.00				2.00
Engineering dept All-hands		2.00				2.00				4.00
Engineering dept Tech Talks		1.00				1.00				2.00
<b>SubTotal (repeating non-Scrum)</b>		<b>4.00</b>				<b>6.00</b>				<b>16.00</b>
training / orientation										6.00
interviews			3.00							3.00
holiday										0.00
PTO		8.00								8.00
travel / conferences / etc										12.00
<b>SubTotal (non-repeating)</b>		<b>8.00</b>								<b>24.00</b>
<b>Subtotal of three above</b>		<b>22.75</b>								<b>34.75</b>
available less planned non-working		57.25								45.25
individual focus factor (higher is more distracted)		20%								33%
<b>Other non-task time</b>		<b>11.50</b>								<b>14.90</b>
<b>Total non-working</b>		<b>34.25</b>								<b>48.65</b>
sprint size: 10 days x 8 hours		80.00								80.00
<b>hours available for sprint</b>		<b>45.75</b>								<b>30.35</b>



### Sprint Planning

Once we finalized designs, I worked with dev teams and scrum masters to create a weekly sprint plan for all of the components.

### Agile Build Phases

As features were completed throughout the build phases, we tested them with users and adjusted the concepts and builds accordingly throughout the agile build process.

### Burndown List

Dev components with a greater difficulty in build-out would be moved further down the backlog compared to easier to build items and would be tested earlier with users.

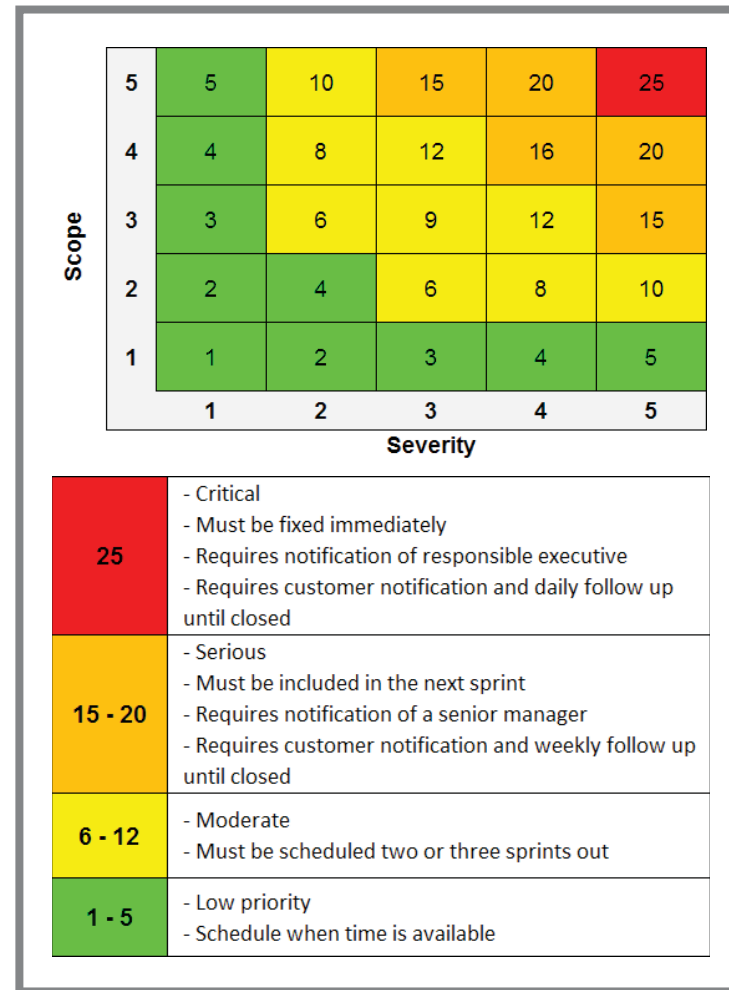
### Functional Prototypes

This process allowed for up-to-date functional prototypes to be tested with users and stakeholders as they were completed.



## DEVELOPMENT TESTING

Prior to launch, it was essential to release the best product possible with the least number of software bugs. To ensure this, we implemented a rigorous and thorough testing program.



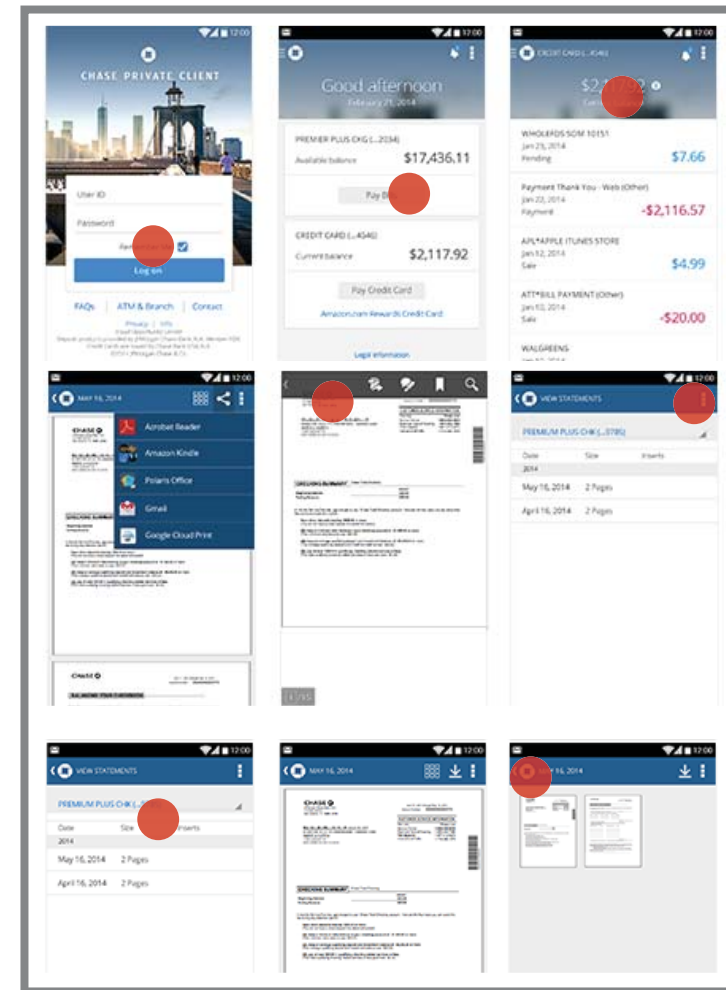
### Defect Prioritization

Throughout the Design and Development phases, as the product was being built, we charted defects and prioritized them according to ux impact and dev complexity to ensure the best possible product could be launched by the release date.



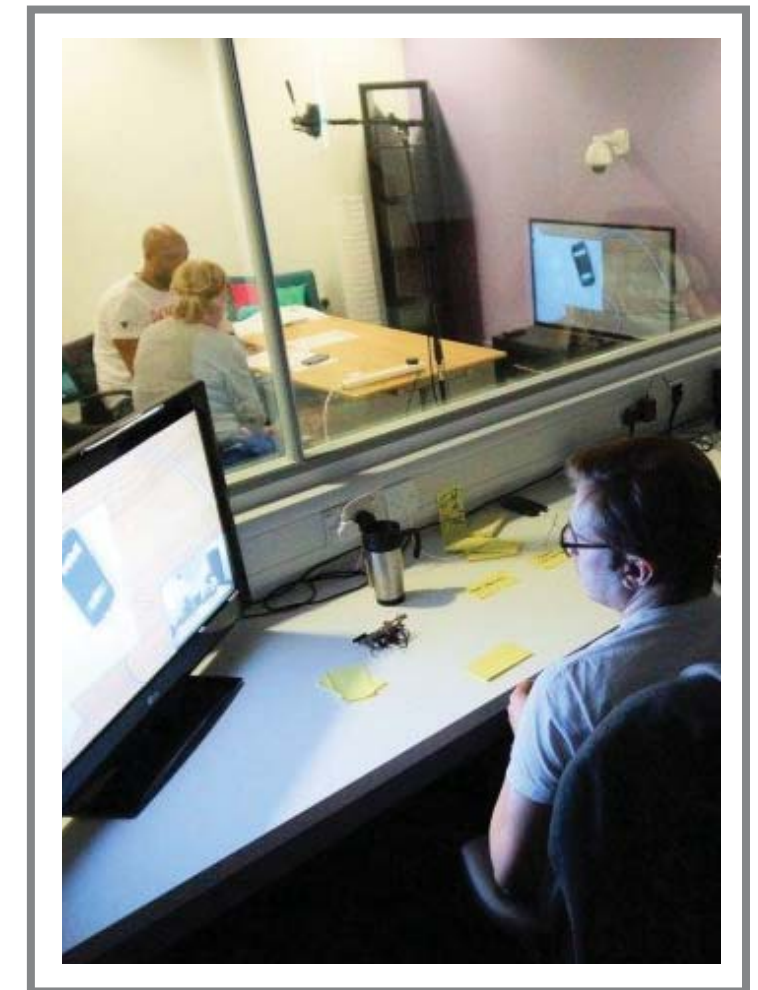
### Backlog

Defects which seemed minor in ux impact and/or had major dev complexity were moved to the end of the backlog during development to be addressed later in the development cycle or in a future release.



### Quality Checks

Each design and development team member also performed prototype testing to capture any defects and add them to QC.

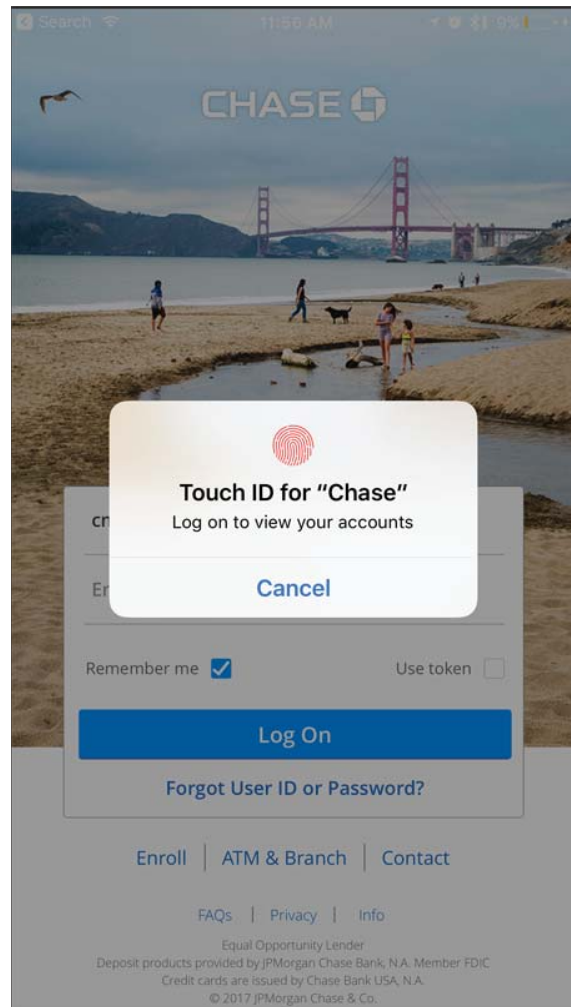


### Usability Research

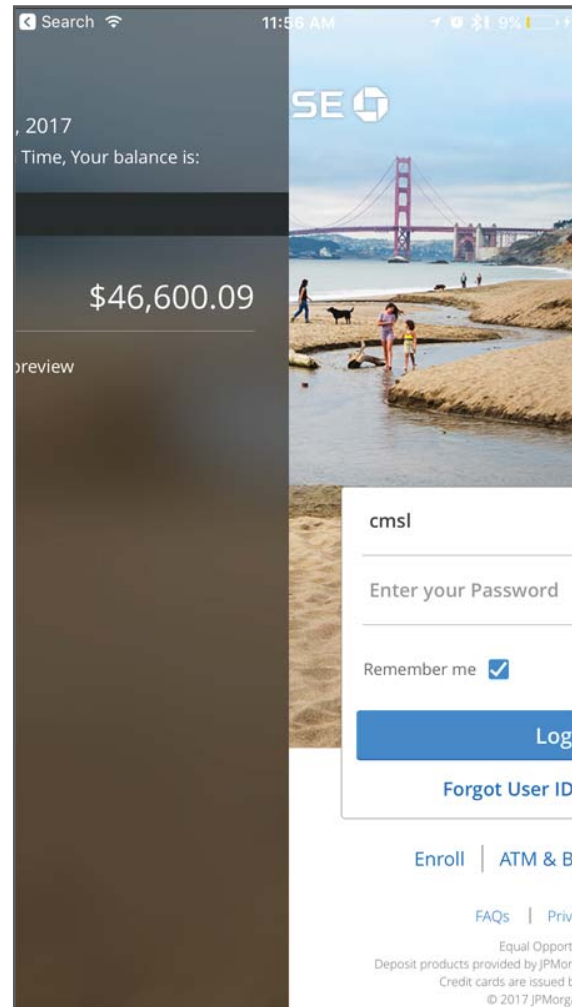
Finally, we conducted a pre-launch round of user testing with the final product with users to ensure the application would meet our KPIs and product targets.

RESULT

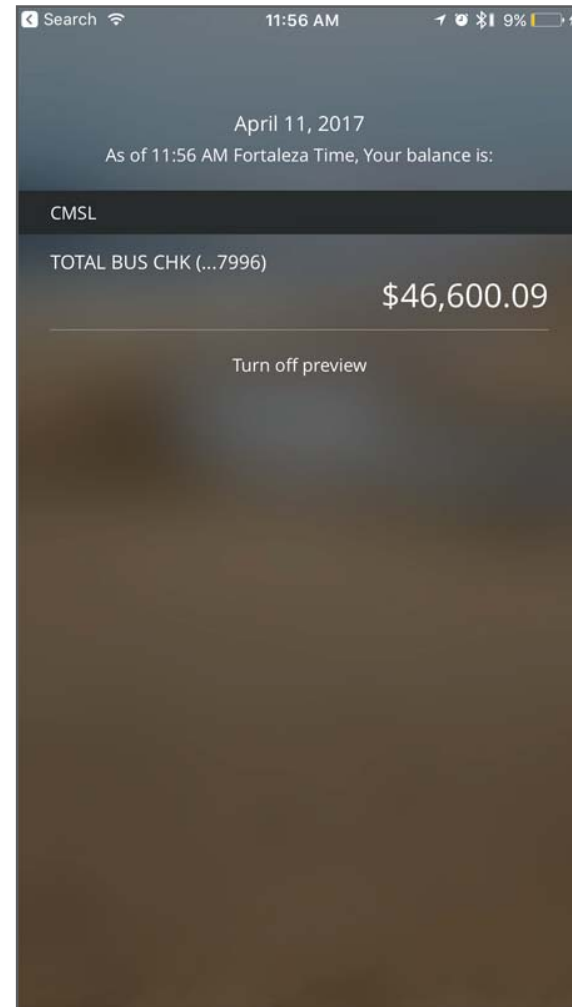
The app received great acclaim and was the featured app on the iOS app store as well as featured in Apple's Keynote address. The app received over 10,000 reviews and averaged 5 stars. Over subsequent release cycles, we added more features from the product backlog I designed including Account Preview and View Checks among others to maintain the high rating.



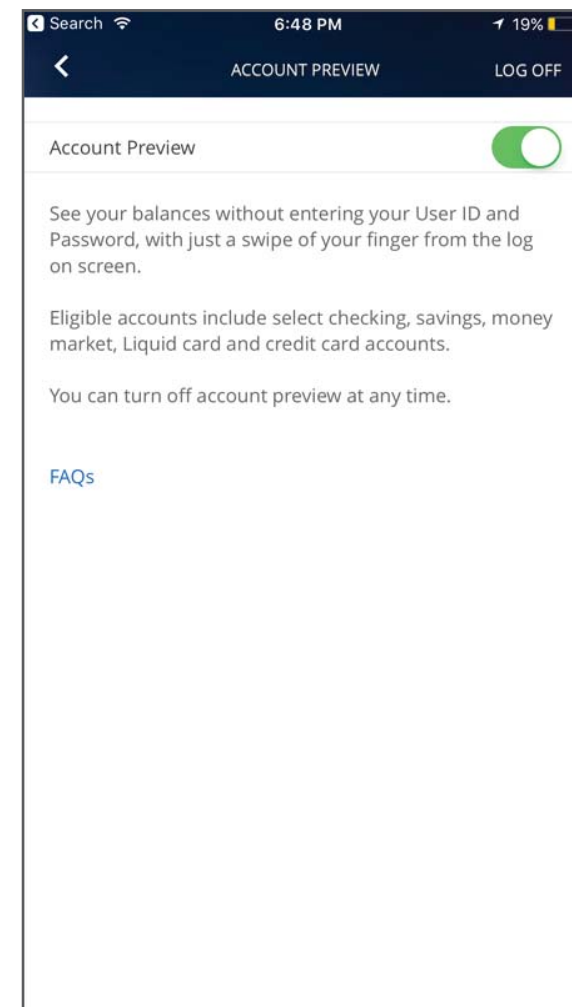
Touch ID access



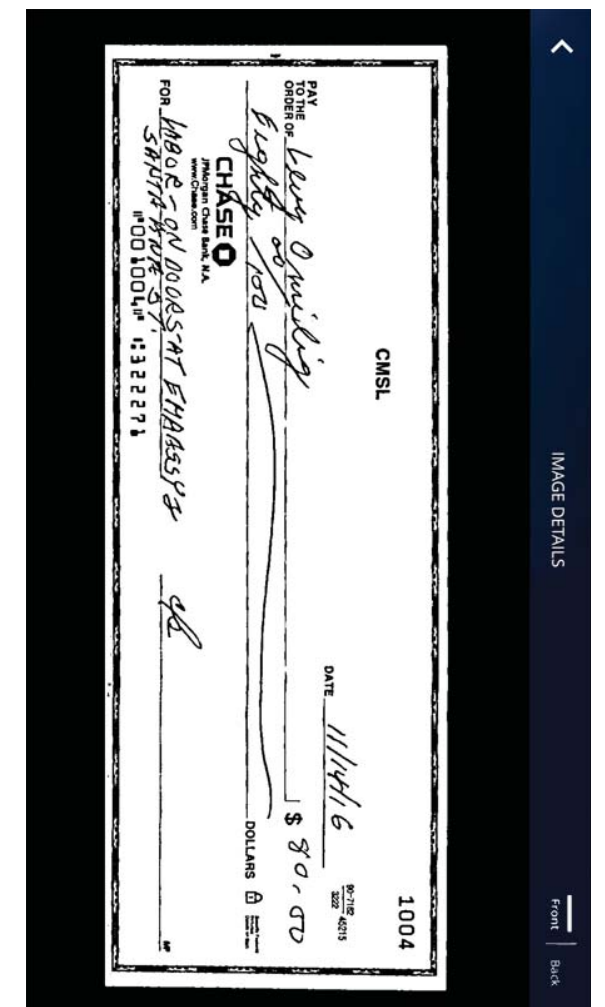
Swipe for Account Preview



Account Preview



Account Preview Settings



View Checks



RESULT - PATENTED

The account preview design I led also won great acclaim and was awarded U.S. Design Patent D789,389.

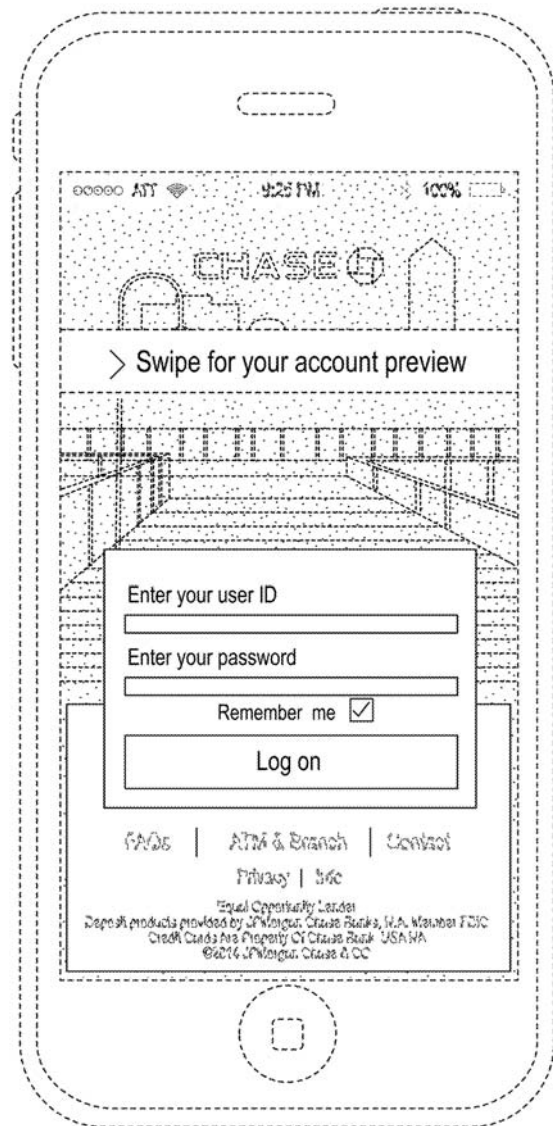


Figure 1. Login

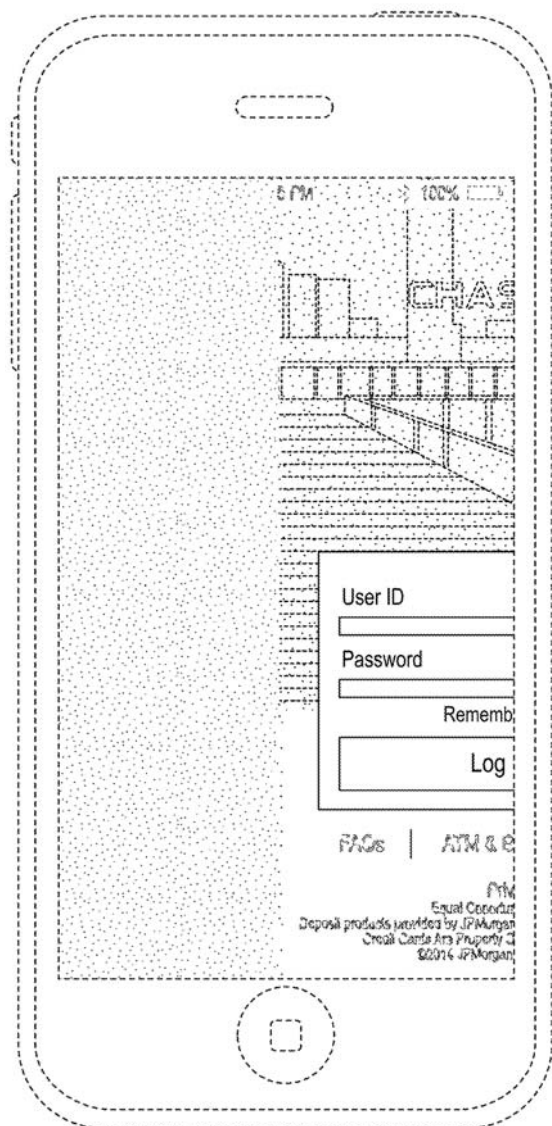


Figure 2. Transition

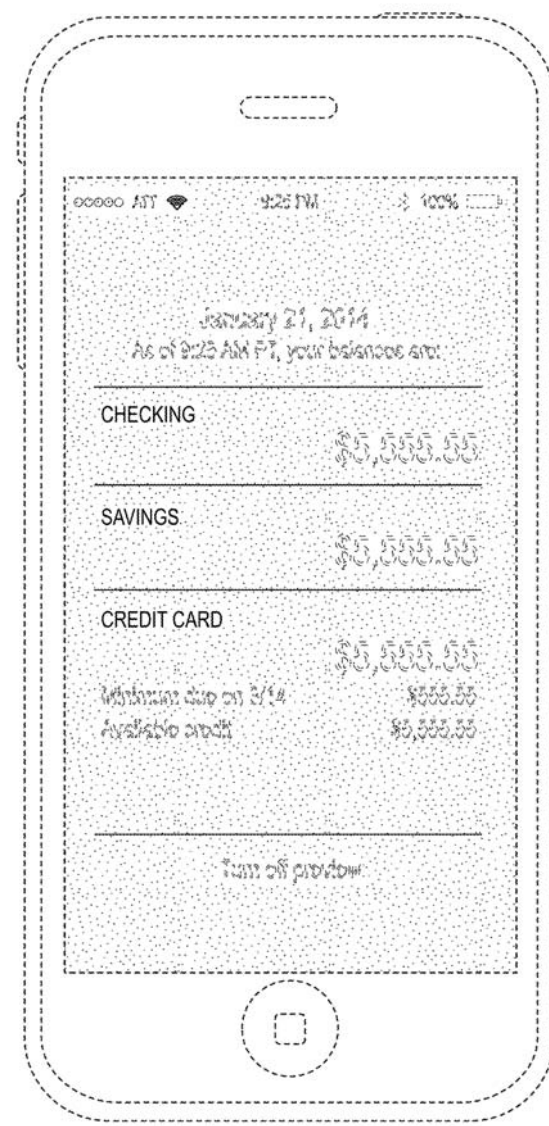


Figure 3. Account View

(12) **United States Design Patent** (10) **Patent No.:** **US D789,389 S**  
**Kim et al.** (45) **Date of Patent:** **\*\* Jun. 13, 2017**

(54) **DISPLAY SCREEN WITH TRANSITIONAL GRAPHICAL USER INTERFACE** D743,999 S \* 11/2015 Villamor ..... D14/488  
 D746,858 S \* 1/2016 Vogt ..... D14/488  
 D750,644 S \* 3/2016 Bhutani ..... D14/485  
 D753,674 S \* 4/2016 Heeter ..... D14/485  
 D753,703 S \* 4/2016 Villamor ..... D14/488  
 D753,705 S \* 4/2016 Sanderson ..... D14/488  
 (Continued)

(71) Applicant: **JPMorgan Chase Bank, N.A.**, New York, NY (US)  
 (72) Inventors: **Junghwa Kim**, New York, NY (US); **Brian Hayes**, New York, NY (US); **Marco Huerta**, New York, NY (US); **Scott Meadow**, New York, NY (US); **Jane Lee**, New York, NY (US); **Franz Oehler**, New York, NY (US); **Janet Covey**, New York, NY (US); **Onmance Dilokvanichkul**, New York, NY (US); **Jeff Paladini**, New York, NY (US)

(73) Assignee: **JPMorgan Chase Bank, N.A.**, New York, NY (US)

(\*\*) Term: **14 Years**

(21) Appl. No.: **29/511,755**

(22) Filed: **Dec. 12, 2014**

(51) **LOC (10) CL.** ..... **14-04**

(52) **U.S. CL.** ..... **D14/486**

(58) **Field of Classification Search**

USPC ..... D14/485-488; D19/1-5; D20/10, 11, D20/22-38

CPC .... G06F 3/048-3/04897; G06F 17/246; G06F 17/3005; G06F 19/34; G06Q 30/0281; G06Q 10/06; G06Q 10/063114; G06Q 10/10; G06Q 10/109; G06Q 30/00; G06Q 30/02; G06Q 30/0269; G06Q 30/06  
 See application file for complete search history.

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(Continued)

Primary Examiner — Cathron Brooks

Assistant Examiner — Ian Whitmore

(74) Attorney, Agent, or Firm — Hunton & Williams LLP

(57) **CLAIM**

The ornamental design for a display screen with transitional graphical user interface, as shown and described.

**DESCRIPTION**

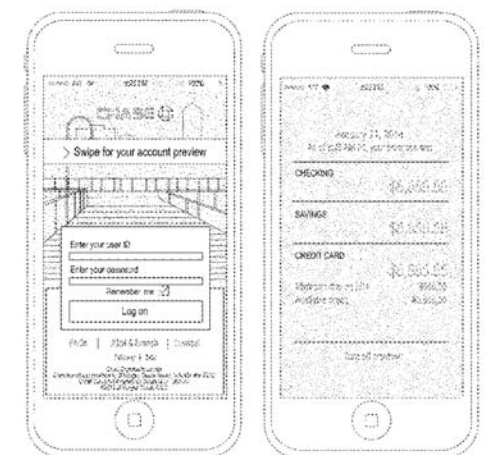
FIG. 1 depicts a first front view of a display screen with transitional graphical user interface.

FIG. 2 depicts a second front view of a display screen with transitional graphical user interface; and, FIG. 3 depicts a third front view of a display screen with transitional graphical user interface.

The appearance of the transitional image sequentially transitions between the images shown in FIGS. 1-3. No ornamental aspects are associated with the process or period in which one image transitions to another image.

The broken lines illustrate a mobile electronic device surrounding a display screen with transitional graphical user interface, as well as portions of transitional graphical user interface. The broken lines form no part of the claimed design.

**1 Claim, 3 Drawing Sheets**



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THANK YOU