

SCOTTMEADOW.COM – UX DESIGN CONSULTANT

Dear Hiring Manager,

My 20 years experience in User Experience Design and Multimedia Marketing could be of great interest to you:

- Mobile Apps UX Design Lead and Software Engineering Manager at world's largest Global Technology Consultancy serving Fortune 100 clients for nearly 4 years with Accenture.
- Successfully designed applications in Commercial Banking, Financial Services, Investments Brokerage, Real Estate, IPOs, Mobile Payments, Medical, Oil and Crude, Retail, Construction, Automotive, Beverage, Apparel, Entertainment, Events, Gaming, Technology and more.
- Directed teams of 25+ design and marketing staff locally and offshore development teams.
- Interaction Design Lead for Large National Bank with 10 million mobile app customers, achieving 5 star iOS rating and 4.5 star Android rating launching high profile features such as view checks, account preview and Touch ID.
- User Experience Design Director for National Healthcare provider with 9 million users for pharmacies and enterprise apps.
- Marketing and Art Director for Commercial Real Estate Firm achieving #1 industry ranking 4 years in a row nationwide for commercial real estate brokerage with over \$8 Billion in sales.
- Managed multi-million dollar marketing budgets and national branding campaigns including product launches, public relations, analytics, tradeshow events, and social network campaigns.
- Represented Fortune 500 brands such as General Motors, Chrysler, Mazda, Volkswagen, Safeway, Kohl's, Walmart, Trader Joe's, Home Depot, Starbucks, Del Taco, Chevron, Verizon Wireless, Forever 21 and many more.
- Designed tens of thousands of mobile app screens, site pages, and marketing collateral in high-volume agency environment.
- Mobile Web Product Owner for music social network competition startup generating 12 million views in beta.
- Extensive experience with Adobe Creative Suite, Sketch, Visio, Microsoft Office Suite, iOS, Android, and Web platforms.
- Attended San Jose State University as Computer Science Major and Mt. Sierra Multimedia Undergraduate B.S. Program.
- Published first video game Duke Nukem 3D Nam Conversion at age 17 with GT Interactive.

Please browse my online portfolio: ScottMeadow.com and download my portfolio: ScottMeadow.com/scottmeadowportfolio.pdf

Thank you for your consideration.

Sincerely,



Scott Meadow
555 Bryant St. #885, Palo Alto, CA 94301
36 Market St. #4, New York, NY 10002
ScottMeadow@ScottMeadow.com

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WHY HIRE ME?

I am a highly-motivated, fast, detailed, goal-driven, 20 years+ designer, bent on maximizing efficiency, service & profitability for you!

+ **SKILLS:** Human factors engineering, interactive multimedia design, software engineering, usability, use cases, personas, prototyping, illustration, storyboarding, agile, architecture, project management, technology, Ecommerce, marketing, branding, business, psychology, strategy, SCRUM, QA/QC, testing, social media, and advertising.

+ **DESIGN:** Apps, wireframes, workflow, framework, interface, interaction, CRM, websites, mobile, visual, iconography, identity logos, print, copywriting, booklets, banners, posters, presentations, proposals, software, invitations, mailers, tradeshow, and videos.

+ **SOFTWARE:** Adobe Suite (Photoshop, Illustrator, Indesign, Acrobat, Analytics, Connect) Microsoft Suite (Visio, Word, Excel, Outlook, Powerpoint, Publisher, Windows, Explorer, Access), Google (Android, Analytics, Docs, Chrome, Wave), Apple (IOS, Mac OS, Keynote, Ipad, Iphone, Sketch), Omnigraffle, SAP, Salesforce, FTP, Net Fusion Objects, Skype, Creative Labs Sound Studio, Ami Pro. Worked with HTML, CSS, Wordpress, Javascript, JQuery, PHP, OSX Safari, Firefox, Fireworks, Flash, Dreamweaver.

USER EXPERIENCE CONSULTANT

12/2016 -Present | 5StarMobile Apps.com @ Palo Alto, CA (Software Design Firm)

- Perform UX analysis, strategy, design, and development consulting for startups, consumer and business applications.

- Deliver competitive analysis, market analysis, product strategy, site flows, wireframes, visual designs, prototypes and testing.

* *5 Star Mobile Apps offers high level UX consulting to improve user experience within existing applications and future applications.*

SENIOR UX DESIGN CONSULTANT (Multiple Roles)

04/2013-11/2016 | Accenture.com @ San Jose, CA (Management and Technology Consulting Firm)

- Service Fortune 100 clients in Banking, Retail, Transportation, Construction, Oil and Crude, Medical and Chemical industries.

- User Experience Director and Interaction Design Lead for teams of 25+ designers, developers, copywriters, testers.

- Create user stories, use cases and features for prototype concept from executive team, stakeholders and operator workshops.

- Assist in facilitating impact assessment efforts and in producing and reviewing estimates for client work requests.

- Provide and design hands-on competitive analysis, UX analysis, traffic analytics, product strategy, workflows, user stories, wireframes, visual design, interactive prototypes, and user testing for user interface with agile development methodology.

- Oversee onshore and offshore development teams to build iOS and Android apps with daily stand-ups and burndown sprints.

- Design mobile apps for iOS, Android, HTML, Salesforce, and responsive web for consumer and enterprise mobile applications.

- Achieve and maintain 5 star app rating to 10 million+ mobile app customers.

* *Accenture is the #1 ranked global management consulting, technology services and outsourcing company, with approximately 420,000 people serving clients in 120 countries including 94 of the Fortune Global 100. Accenture collaborates with clients to help them become high-performance businesses and governments. In 2016, the company reported net revenues of \$32.9 billion.*

USER EXPERIENCE DESIGN PRODUCT LEAD

10/2008-12/2012 | Warfest.com @ Huntington Beach, CA (Dot-com Music Startup)

- Manage 4-year large scale web development project in Agile development project and SCRUM methodologies.

- Coordinate development with front-end developers, designers, marketing staff, and upper management.

- Research and develop project plans, budgets, modifications, quality checks, documentation, timelines and reports.

- Open, hire and manage overseas office of front-end and back-end developer team, tasks, timelines and milestones.

- Research and design interactive mobile website with wireframes and workflow: music player, playlists, videos, photos, social network, e-commerce, multi-level commissions, RSVP, voting, achievements, email notifications, e-newsletter and points system.

- Utilize human factors engineering criteria: focus groups, iterative design, meta-analysis, analytics, user analysis, task analysis, methods analysis, time studies for development, QA/QC, to develop social networking site with 12 million views in beta.

- Design and develop company-wide internal and external marketing strategy and collateral.

* *Warfest is the ultimate online resource for musicians, fans of music and music industry professionals to discover, promote and profit from music through social networking, live music festivals and a worldwide music competition with cash prizes to an audience of millions worldwide.*

MARKETING AND ART DIRECTOR

11/2006-10/2010 | FarisLee.com @ Irvine, CA (Nationwide Commercial Real Estate Firm)

- Responsible for strategy, design, implementation, and delivery of marketing messages, presentations, proposals, advertisements, websites, and marketing collateral, VIP special events, trade-shows, across numerous channels via multi-million dollar budget.

- Manage team of up to 20 marketing and design professionals to market thousands of property listings and projects such as: Safeway, Kohl's, Walmart, Trader Joe's, Home Depot, Starbucks, Del Taco, Chevron, Verizon Wireless, Forever 21 and many more.

* *Faris Lee Investments is the #1 ranked retail-specialized commercial real-estate brokerage firm nationwide known for implementing creative strategies that maximize property values for billions of dollars worth of Regional Malls, Retail Centers, and Single Tenant Investments.*

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WEB AND PRINT DESIGN DIRECTOR

05/2004-10/2008 | MeadowMarketingGroup.com @ Huntington Beach, CA (Marketing Agency)

- Manage web development and print design projects to B2B and B2C clients with up to 8 full-time employees projects and timelines.
 - Manage up to 25 interactive design and marketing projects simultaneously: automotive, medical, beverage, law, commercial and residential real estate, medical, mental health, pharmaceutical, entertainment, apparel, oil exploration, mobile gaming and more.
 - Lead project websites, mobile, motion graphics, banners, photography, illustration, ad copy, sports PR, e-presentations, and logos.
- * MMG offers the highest quality marketing and design services to increase brand awareness, capture market share and generate sales at the lowest rates from Fortune 500 to small business clients globally since 2004.*

EVENT MARKETING FACILITATOR

6/2004-6/2006 | SkipBarber.com @ Lakeville, CT (Automotive Racing School)

- Perform thousands of driving demonstrations, racing instruction, and test drives with passengers at automotive events nationwide for automotive manufacturers: Cadillac, Chevrolet, Buick, Chrysler, Dodge, GMC, Mazda, and Volkswagen.
- * The Skip Barber Racing School is the largest automotive education and entertainment company in the world. Since 1975, Skip Barber has operated a fully integrated system of racing schools, driving schools, racing championships, corporate events and special projects in the USA.*

USER EXPERIENCE GAMING SOFTWARE DESIGNER

3/2004-5/2012 | VirtualGT.com @ Costa Mesa, CA (Auto Racing Simulators)

- Develop software programming, operation manuals production, arrange logistics & travel to high-net-worth client and celebrity homes, VIP customer service & sales, setup & assembly of racing simulators, 2-Day private race driving instruction.
- * VirtualGT offers discriminating motorsports enthusiasts the chance to live out their fantasies, to literally feel the thrill of driving high performance race cars in competition, all in the comfort, safety, and convenience of their own home, office, or garage.*

SENIOR INTERACTIVE GRAPHIC DESIGNER

5/2005-11/2005 | ApexRacing.com @ Perris, CA (Go-kart Racing School)

- Design promotions, website, flyers, emails, CRM, POS, MIS database, operations, driving instruction and corporate events.
- * Apex Racing provides racing schools, practice, arrive to drive, and race programs on karting, auto and supermoto track for drivers of all ages.*

CORPORATE EVENTS MANAGER

6/2000-12/2002 | Dromo1.com @ Orange, CA (Go-kart Racing Facility)

- Operations manager of up to 6 employees, corporate events management, administration, sales, customer service, employee training, racing director, business development, and racing instruction.
- * Dromo 1 is one of the premier indoor karting facilities in North America offering arrive and racing for driving enthusiasts.*

USER INTERFACE / WEB & PRINT DESIGNER

6/1996-9/1999 | TRPublishing.com - Los Angeles, CA (Horse Racing Book Publisher)

- Perform Website and newsletter design, operations, billing, database management, emails, mailing & packaging, customer service.
- * TR Publishing provides unbiased, knowledgeable, winning, horse-race handicapping information by prominent horse-race handicapper Barry Meadow, publisher of the award-winning Meadow's Racing Monthly and writer of Money Secrets at the Racetrack and Secrets of the Pick Six.*

VIDEO GAME DESIGNER

6/1996-10/1998 - GT-Interactive.com @ Los Angeles, CA (Computer Gaming Software)

- Coordinate with international development team to produce NAM conversion produced by GT Interactive.
 - Perform sound design, basic C programming, physics modeling consulting, and instruction manual.
- * GT Interactive is an American video game publisher, distributor, developer and predecessor to Atari, Inc. known for releasing smash hits Doom I and II by ID Software, Quake and Duke Nukem 3d.*

EDUCATION

6/2002 | Mt. Sierra College - Multimedia B.S. @ Monrovia, CA (Undergraduate)

- Accelerated 3-Year Program, Twice Named to President's Academic List and Dean's List

12/1999 | San Jose State University – Computer Science B.S. @ San Jose, CA (Undergraduate)

- Transferred to Mt. Sierra College for Multimedia focus

6/1999 | Loara High School - Honors @ Anaheim, CA (Graduate)

- 3.8 GPA, Honor Roll, Honor Society

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ADDITIONAL EXPERIENCE

- Family Hedge fund Manager, Professional Racecar Driver, 43ft Yacht Sailor, Professional Online Blackjack Player, Piano Composer.

REFERENCES & TESTIMONIALS



Brandon Webber – Managing Director | Accenture.com @ San Jose, CA - (312) 693-3475

"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."



Brian Hayes - User Research Director | Apple.com @ Cupertino, CA - (206) 890-4719

"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."



Piper Lemons – User Experience Manager | Google.com @ Mountain View, CA - (415) 640-0969

"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."



Marco Huerta - Senior Interaction Designer | JPMorganChase.com @ San Francisco, CA (559) 310-6160

"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."



Peter Irvin - Investment Banker | MorganStanley.com @ Irvine, CA (949) 280-3661

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



John Belanich - Senior Managing Director | FarisLee.com @ Irvine, CA - (917) 301-1336

"Scott's unmatched creativity, speed, communication skills, and professionalism set the industry standard and awarded Faris Lee Investments the #1 Ranked Retail Specialized Firm in the U.S. four years in a row."

ONLINE PORTFOLIO & CONTACT

ScottMeadow.com (Personal website)

ScottMeadow.com/scottmeadowportfolio.pdf (Downloadable complete portfolio with case studies)

[Linkedin.com/in/scottmeadow](https://www.linkedin.com/in/scottmeadow) (Linked In)

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