

# H. SCOTT FINLAYSON

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Experienced detail-oriented Senior Visual/UI Designer seeking a position that leverages my creative strengths. I have a successful track record by gravitating towards problem solving through Visual Design.

## EXPERIENCE

**JULY 2022 – PRESENT**

**SENIOR UX DESIGNER, FIDELITY / ELIASSEN GROUP**

Contracting as a UX Designer for Fidelity through the staffing firm Eliassen Group. I am primarily working on their Wealthscape product and helping to craft new features and evolve the UI to adopt future platform enhancements.

**MAY 2021 – JULY 2022**

**SENIOR VISUAL DESIGNER, FREELANCE / SELF**

Acting as a Freelance Designer for select UI/Design projects.

**APRIL 2016 – MAY 2021**

**SENIOR UI/VISUAL DESIGNER, ERICSSON / GLOBAL LOGIC**

Acted as the sole UI/Visual Designer for the Ericsson Adaptive Inventory product working within the on-site UX Team.

- *Managed all aspects of the product's visual design and brand compliance.*
- *Delivered high-quality visual assets and specifications to various development teams during overlapping endeavors.*
- *Designed & created a large library (+1,000) interface/object icons in .SVG format.*
- *Provided low/hi-fidelity mockups & click-throughs when needed for various project features.*
- *Involved in high-level UX discussions & decisions regarding functionality and workflow with senior management and stakeholders.*

**MARCH 2015 – APRIL 2016**

**UI DESIGNER/DEVELOPER, CIMPRESS (VISTAPRINT)**

Supported the UX team to bring cohesion to a legacy monolithic software suite (internal) that leveraged multiple front-end technologies.

- *Traveled to numerous worldwide manufacturing plants to assess the users' interactions with the various screens used to perform their jobs in order to find ways to improve the user experience. Improvements involved modifying, or even fully redesigning, the user experiences and screens.*
- *Providing finished .XAML/.WPF elements for use in production.*
- *Generated wireframes, mock-ups, and click-throughs to streamline UI.*

**DECEMBER 2010 – MARCH 2015**

**UI DESIGNER/DEVELOPER, SUNGARD FINANCIAL SYSTEMS, INC**

While hired as a designer to create Photoshop mockups for the upcoming SDK (*not designed yet*), I noticed a void between the backend developers and the UX Team that needed to be addressed.

I took the initiative to download, install, and learn MS **Silverlight** and MS **Visual Studio** so that I could create a style guide using the core native controls instead of visual mockups of them. I created a new role for myself, which allowed me to design the entire SDK/UI design within the development stream in real-time with a “live” style guide.

I designed the application framework & SDK for developers to migrate existing web applications. Styled and themed entire custom interface utilizing core Silverlight controls as well as third-party controls from Telerik and Infragistics.

- *Designing the entire UI Styling for the application suite including every single control (text box, drop-down, combo box, radio button, checkbox, etc).*
- *Learning and using MS Expression Blend and Visual Studio to maintain all XAML/WPF assets and Style Guide.*
- *Participating on of 5 different scrum teams (I was the only visual designer) with overlapping sprints.*
- *Managing my own code branches and check-ins through various CMS.*

**NOVEMBER 2009 – DECEMBER 2010**

**SENIOR VISUAL DESIGNER, FREELANCE / SELF**

Worked with various small and large clients, two of the larger being Amadeus (*travel systems*) in Waltham, MA, and RSA Security in Burlington, MA. Most projects consisted of prototypes and mockups of visual design directions accompanied by asset creation to support the project developers.

**KEY RESPONSIBILITIES**

- *Understanding each client's specific needs and creating a design solution.*
- *Executing and delivering design assets to clients.*
- *Consulting for future features and design directions.*

**MAY 2007 – NOVEMBER 2009**

**CREATIVE DIRECTOR, ZONE LABS, INC**

Acted as the Creative Director and sole on-staff Visual Designer to oversee and produce all creative for the company across all media and medium.

**KEY RESPONSIBILITIES**

- *Creating a brand style guide and specifications. (These did not exist when I stepped into the role)*
- *Organizing and categorizing all existing assets.*
- *Creating product imagery of most products sold, including 3D-modeling for virtual photo-shoots.*
- *Executing website enhancements that helped to increase cart/checkout closure by +24%.*
- *Designing and producing a broad range of materials, including:*
  - *Marketing promotions via email, banner advertisements, print, and site-wide cross promotions*
  - *Trade-show booth graphics*

- *Large-scale banners, signage and supporting print*
- *Product package design and label design*
- *Video and multimedia*

**OCTOBER 2005 – MAY 2007**

**SENIOR VISUAL DESIGNER, BOSE CORPORATION**

Senior visual designer within the Online Commerce Group (OCG), the online/digital sales channel for all products and technologies offered by Bose.

**KEY RESPONSIBILITIES**

- *Collaborating with various business units within Bose to execute merchandising and marketing goals using online media. Projects included banner advertisements, email campaigns, page development within Bose.com or other affiliate sites or entire micro-sites.*
- *Conceptualizing and executing creative and interactivity for all assigned projects.*
- *Working closely with Corporate Communications to maintain consistency through all forms of media; print, interactive, television, packaging and online media.*

**MAY 2001 – OCTOBER 2005**

**SENIOR VISUAL DESIGNER, FREELANCE / SELF**

Acted as a Freelance Designer before being recruited by Bose.

Clients included: Harvard University, Clear Channel Communications, State Street Bank, City Sports, NuWave Technologies, Allen & Gerritsen Advertising, NSACA, Bedrock Barn Productions, PayTronix Corporation, and Performance Music Center.

**AUGUST 1999 – MAY 2001**

**CREATIVE DIRECTOR/SENIOR DESIGNER, EVENT ZERO**

Acted as a Creative Director within this amazing agency, surrounded by extremely talented individuals.

**KEY RESPONSIBILITIES**

- *Interviewing, hiring, mentoring, and directing new talent to grow the Creative Department.*
- *Scheduling, estimating, and budgeting projects while directing and managing the creative team(s) for each project.*
- *Designing. I retained a strong hands-on role of visual production.*
- *Developing internal best practices and processes. Providing input for documentation of what creative is and does, and how that translates to internal and external deliverables.*
- *Developing information architecture. Capturing, understanding and (re)structuring of information to achieve the goals of the client/project/user.*

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\*Additional prior employment entries may be furnished upon request

## EDUCATION

While I never opted to attain a degree from any institutions, I have spent many years educating myself in the various forms of creative expression. I had attended **Wentworth Institute** in Boston to study architecture early on. I had attended numerous courses as **Mass College of Art**. I had also completed a 3-year course at Boston's **Butera School of Art** where I learned the art of hand-lettering and sign painting.

Over the years, I have also continuously completed courses to educate myself in various applications and skills including Audio Production, Video Editing, Motion Graphics and more.

## SKILLS

- Comfortable in Agile environment
- High-level problem solver through design
- UI Design with strong UX background
- Meticulous design execution
- Fast & efficient

## ACTIVITIES

Outside of Visual Design, I enjoy spending time building my skills in 3D modeling & rendering. I find it relaxing to learn new applications and techniques.

I also devote some of my spare time to performing live music. I am a drummer/vocalist who has played music for most of my adult life. Over the past couple of decades, I have been involved with some locally active music acts, and at times have been as busy as playing out 2-3 times a week.

Like most folks, I am also into the typical things like music, movies, and dining out.

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I enjoy working in collaborative environments with positive, motivated coworkers. I am also a generally positive person, but also bring a dry sarcasm and humor (*when appropriate*) to the fold.