SCOTT FRISELLA

www.scottfrisella.com   Glendale, AZ 85308

PROVEN EXPERIENCE DESIGN LEADER

User-centered strategist with an extensive portfolio, specializing in the cultivation of intuitive and engaging data-driven solutions, profitable products, delighted customers, and the leadership and motivation of teams

Skills

Adobe (Ps, Ai, Dw, Id, Xd, Acrobat), Sketch, Zeplin, Axure, InVision, UXPin, Balsamiq, Cacoo, Canva, Visio, XMind, HTML/CSS, jQuery, WordPress, Microsoft O365, SharePoint, Agile/Kanban, Project Mgmt & Email Marketing Tools, Analytics, Organic SEO, Mac & PC

Education

University of California, Los Angeles (UCLA)

Bachelor of Arts, Design

Work Experience

LEAD UX DESIGNER

Woz U – Remote/Virtual   9/2018 – 6/2020

Principal designer directing user experience and user interface design for a technical education company (founded by Apple co-founder Steve Wozniak) with a focus on development of a disruptive Education-as-a-Service (SaaS) platform

- Defined UX focus within organizational structure, leading the effort to create an inclusive design strategy & universal design system
- Productized business technology; Managed product evolution & educational delivery of Learning Management System (LMS)
- Successfully navigated organization through several brand and product transitions; Most notably repositioning a school to a SaaS platform, complete with development of fresh brand positioning strategy, website, intranet, and brand style guide
- Designed a new self-prospecting sales lead generation tool, reducing manual workforce efforts for student recruitment
- Mentored cross-functional teams, guiding an optimal and seamless omnichannel customer experience

UI/UX DESIGNER

Attainia, Inc. - Scottsdale, AZ   6/2017 – 7/2018

Principal designer for greenfield replatforming of a healthcare capital equipment catalog, planning, & budgeting (SaaS) company

- Directed user interface and user experience design in an Agile software development environment: supporting multiple Engineering Scrum teams & qualifying the work of Design, Product, and Engineering (front-end development) teams
- Led User Council by conducting customer interviews, user research, usability testing, and data analytics to develop user personas, user journeys, taxonomies, Key Performance Indicators (KPIs), & requirements, and to inform backlog grooming
- Created & integrated new corporate brand with supporting style guide, enterprise website, marketing collateral, & business cards
- Built a scalable design system: Concepted a library of reusable components and documented UX/UI & interaction standards
- Developed new responsive website, including WordPress integration; Increased organic lead gen by 140%
- Exceeded goals and earned bonuses every quarter, based on stretch goals and performance

UX ANALYST

(Consultant) - Phoenix, AZ   8/2016 – 6/2017

- Conducted PayPal employee interviews & user experience data analyses to inform and hone business collaboration tool usage
- Authored PayPal content for employee & user surveys, interview questions, digital marketing, and user experiences
- Designed and developed PayPal websites (HTML & CMS), digital collateral, product launch and user guides, & PPT presentations
- Modernized ClearVoice website with adaptive design layouts and visual design of product pricing page

UX/UI DESIGN ENGINEER

Christie Digital Systems USA, Inc. - Phoenix, AZ   12/2011 – 7/2016

Principal designer for the world's leading digital projection and display technology company, image processor division

- Agile new product development of software and hardware (video wall controllers, image processors, & presentation and collaboration systems), directly supporting 20+ cross-functional engineers
- Designed complex user-centered software applications for responsive web, native, desktop & mobile (Android KitKat & Lollipop), touchscreen, content management systems (CMS), and multimedia presentation solutions; Implemented measured improvements

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- Researched technology, business verticals & goals, competitive landscape, users & user feedback; Synthesized actionable results
- Developed information architecture (IA), wireframes, interaction flows, prototypes of varied fidelity & interactivity, user interfaces (UI), parallel designs, identity systems, product packaging, email marketing, and graphic design collateral (digital & traditional)
- Built functional specification documents for interface, visual design, & user interaction guidelines
- Shaped requirements and KPIs, reprioritized backlog by conducting customer interviews, usability testing, and heuristic evaluations

DIRECTOR OF EXPERIENCE DESIGN

Slaw Design - Glendale, AZ   10/2008 – 11/2011

Owned and operated a creative agency offering strategic, brand, product, experience design, and digital marketing direction (with a client focus in the healthcare, hospitality, and financial education industries)

- Recruited and managed variable team of subcontractors: researchers, designers, developers, copywriters, and project managers
- Built healthcare web applications and websites for the state of California & New Jersey Health Alert Networks, and a National Public Health information exchange and reporting (SaaS) initiative
- Directed corporate and product identity solutions, new product development, curriculum, and supplementary graphic design & digital marketing materials for a "financial education, health, and wellness" company

WEBMASTER/SENIOR DESIGNER

The Rich Dad Company - Scottsdale, AZ   4/2008 – 4/2009

Directed creative ideation and production for Robert Kiyosaki's financial education empire, built upon his book *Rich Dad Poor Dad*

- Managed internal team of 5 (web designer, interaction designer, graphic designers and a copywriter) and external design teams
- Drove creation & improvements for hundreds of web properties, including ecommerce growth (Richdad.com analytics: +110% visitors, +227% pgs/session, +180% avg session duration, +129% organic search traffic, -80% bounce rate, +131% conversion rate)
- Resuscitated company with modernized brand experience solution, customer loyalty program, and email marketing campaign
- Presented as the web design subject-matter expert (SME) to 375 attendees at a Rich Dad branded seminar

INTERACTIVE DESIGNER

LaneTerralever (formerly E.B. Lane) - Phoenix, AZ   9/2007 – 3/2008

Selected by client as Lead Designer for Cable ONE (Sparklight) business-to-consumer (B2C) ecommerce website redesign

- Defined a cohesive project vision by researching users, products, and competition, authoring competitive analysis & user journeys, structuring site content (IA), sitemap, & navigation, and developing brand style guide, wireframes, user interface & visual design
- Front-end design & development of additional web projects

SENIOR WEB DESIGNER

U-Haul International - Phoenix, AZ   2005 – 2007

Managed user-centered design and front-end development for AMERCO digital properties (e.g. static, dynamic, portal, intranet, Flash and ecommerce websites)

- Led Design Team growth by 200% spearheading the recruitment, onboarding, and mentoring of new design staff
- Piloted creation of multimillion dollar Moving Help online marketplace (consumer web application)
- Revitalized multimillion dollar Storage Affiliate network (enterprise web application)

ART DIRECTOR

Mission Ecommerce - Scottsdale, AZ   2004 – 2005

Directed the ideation and production processes for a web design agency with an ecommerce focus

- Includes: front-end development, visual design, brands creation, client engagement & retention, quality control & project timelines
- Reinvented the agency with creation of a new brand identity solution and enterprise website

JUNIOR ART DIRECTOR

Lionsgate (Lions Gate Entertainment, Inc.) - Santa Monica, CA   2000 – 2004

Directed design & production of digital assets for a global content platform (film studio) and their circulating house of brands

- Supervised Digital Media Team of 3 graphic designers, interns, & external teams' asset creation/updates/transfer
- Managed design and development of all corporate and brand web properties, including ecommerce website & email marketing