

SCOTT UNDERWOOD

USER EXPERIENCE DESIGN DIRECTOR

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SUMMARY

I'm an experience design director. For 9 years, I've built digital products for enterprise and consumer brands, setting vision and design systems that scale to dozens of designers and developers. My creative direction has also helped win several competitive new-business pitches. I use AI tools like Claude and Codex to create more space for craft.

EXPERIENCE

VML

Director, Experience Design / July 2024 - July 2026

- Oversaw experience design across clients including Coca-Cola, Intel, U.S. Marine Corps, and more; setting vision and systems that carried work from concept to delivery.
 - Co-led the design system and IA overhaul for Marines.com, owning visual expression at scale. Site launched with engagement up 58% and bounce rate down 42%.
 - Helped architect Intel's Wafer Design System, defining tokens and components; shipped with 300 tokens and 33 components, adopted by 23 designers and 17 developers.

Associate Director, Experience Design / May 2023 - July 2024

- Paired UI/UX on Ford's Guest XP, designing the consumer scheduling experience and dealer-facing operations tool for a large agile team.

Senior Experience Designer / Sept 2021 - May 2023

- Supported the Ford Design System and the F-150 Lightning site, establishing design-to-engineering handoff standards used across the broader Ford digital ecosystem.

STANDARD PRESS

Senior UI/Web Designer / July 2019 - Sept 2021

- Designed and shipped websites, digital assets, and automated marketing flows with hands-on front-end implementation; built reusable templates and modules to speed repeat campaigns and improve consistency.

IOXFIVE

UX/UI/Web Designer / Feb 2017 - Jun 2019

- Designed campaign landing pages for pay per click ads and paid social, helping increase leads generated by 108% in year one.

CORE SKILLS

Design System Ownership / Accessibility / Responsive Design / Prototyping / Motion & Interaction Design / Cross-functional collaboration / AI-driven exploration

EDUCATION

GEORGIA SOUTHERN UNIVERSITY

B.S. Information Systems