

# Scot Briscoe

Creative Director, UX Practice Leader, Team Builder, Brand and Customer Advocate.

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## PROFESSIONAL PROFILE

*Digital Creative Director and UX thought leader, customer advocate, mentor and team builder with proven ability to bring real world, digital-first experiences alive. Creative and strategic leader who has transformed multiple teams, resulting in elevated user experiences, lean design thinking, and measurable ROI. Generous creative thinker, skilled and collaborative strategic partner.*

### Key Skills and Expertise:

- Creative Strategy and Direction
- Digital Brand Strategy and Governance
- Digital-First User Experience Best Practices
- Agile and Creative Team Management
- Digital E-commerce Operations
- Discovery, Testing and Digital Analytics
- Cross-Team Planning and Collaboration
- Team building and hiring
- Design Thinking and Continuous Delivery

## DIGITAL-FIRST DESIGN LEADERSHIP

Proven skills in setting vision and standards for UX and interface design, interactive storytelling and digital advertising. Including: designing websites, mobile applications, mobile advertising and social channel campaigns. Creates clear digital design principles, uses holistic approach to inform design systems, platform capabilities roadmaps and elevated customer experiences.

## USER EXPERIENCE

Skilled building, leading and evolving all levels of the UX practice. Focused on customer informed design with immersive and interactive experiences for apps, desktop, tablet, and mobile. Uses research, rapid prototyping and continuous delivery in creating compelling experiences that are easy to use, responsive and artistically designed. Experienced working across multiple teams, platforms and technologies. Excellent at handling a complex portfolio of products simultaneously and managing design, copy user experience and research staff.

## DIGITAL CREATIVE

Provides leadership and direction top to bottom on digital design, digital branding, digital advertising and site production. Highly skilled building and empowering teams, creating standards, driving excellence and on-time delivery. Works directly with principals and executive teams to concept, test and implement digital experiences that are elegant and consistent for the user.

## EXPERIENCE

REI - Seattle WA

8/2016—Present

### UX Practice Leader/Director, UX and Digital Experiences

Leads the Digital Experience; including user experience, digital design, content strategy, digital copy, interactive design and web publishing for REI.com. In-charge of the development of differentiated, compelling and interactive digital experiences. Collaborates with digital retail, marketing, merchandising and technology divisions to ensure a consistent, cohesive and user-centered brand customer experience on all touch-points.

- Coleader for Digital Division for 1 year during search for CDO; resulted in new Lean leadership program and organizational re-structure, all while continuing to help grow demand in ecommerce. Resulted in better throughput and more efficient operations.
- Created new Digital Experience Principles to set direction for digital experiences. Was the foundation for digital design system that new pages and sites will use into the future. Included powerful brand differentiators as well as accessibility and diversity standards for sites.
- Started holistic journey based innovation by co-developing new program of digital discovery and execution for agile teams. Led to increased experimentation and better product delivery.
- Developed UX Ops approach resulting in scalable distributed partner models supporting all product teams, and elevated maturity of UX skills at every level while increasing design ROI.

<https://www.linkedin.com/in/scotbriscoe>

## EXPERIENCE cont.

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**Blue Nile** - *Seattle WA*

*5/2008—7/2016*

### **Head of Creative Services**

Led strategic creative direction - including UX, visual design and content. Worked with senior executive team to define the strategy and map the path to deliver on that vision. Managed and mentored multiple teams including user experience designers, copywriters, photo studio and digital production teams.

- ❑ Developed and managed UX Design strategy that created top-to-bottom, mobile-first user experience for the world's largest online jeweler, which improved conversion, increased customer engagement and lowered bounce rates.
- ❑ Achieved significant lift in social channels and un-aided brand awareness after leading content strategy and creative vision development.
- ❑ Used strategic brand vision to develop and launch company's first-ever blog. Drove the concept, creation and editorial direction that resulted in a new story-first marketing channel that saw increased engagement across social and the website.

## ADDITIONAL EXPERIENCE

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**Freelance** - *Ashland OR*

### **Art Direction/Graphic Design**

**Steelhead Advertising** - *Portland OR*

### **Art Director/Production Design**

**Collins-Woerman Architecture** - *Seattle WA*

### **Graphic Designer/Brand Manager**

**Turk's Head Advertising** - *Seattle WA*

### **Creative Manager/Art Director**

**R&R Partners** - *Las Vegas NV*

### **Sr Art Director**

## EDUCATION

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**Bachelor of Arts Advertising Design** - Utah State University

*Logan, Utah*

Majored in Advertising Design with a Japanese Language minor. Studied illustration as well as graphic design and advertising while at school and joined the Army ROTC program and went on to Officer Basic Training and was commissioned as an officer in Army Military in intelligence.