

# Scott Wasson

Oct 2011 – Apr 2012

## Nook, Barnes & Noble Digital

### UX Designer (1099 Contractor)

Most recently I worked on the upcoming Holiday release for the NOOK Tablet as the Lead UX Designer for the Shopping (content discovery) and Global Search areas of the device. Working with bookseller domain experts, engineering, and product management I completely redesigned the current experience to create a useful and inspiring interface driven by a new and innovative recommendations and discovery engine. Beyond the obvious challenges of working within a touch-based interface it was interesting to work with engineering to maintain a cohesive responsive experience when mixing native JAVA and HTML5/Javascript within a single app on this custom ROM built on top of Android ICS.

Previously, I led the UX for the release of the SimpleTouch with Glowlight, B&N's latest e-reader. Working with E Ink technology has it's own set of challenges but the final product came out with great success. Time Magazine wrote, "It's the most usable, well-rounded, pleasing E Ink e-reader so far."

**My process included:** Leading cross-functional whiteboard sessions, helping to define user testing protocols, helping to define requirements, wireframing, leading on-device rapid prototyping, working with Visual Design to retain product branding, and assisting on QA till the final production build.

June 2009 - June 2011

## eMeter, Inc.

### Interaction Designer (PERM)

In working with eMeter I've redesigned their two flagship products. First, was a customer portal for utility companies to present smart grid information to a their customers. This application needed to communicate energy use, energy costs, and carbon footprint in a way that would be both interesting and drive conservation.

Next, was the redesign of an enterprise level meter-data management application. This application included workflows for handling exceptions, reporting on systems, managing internal applications and assets.

**My process included:** UX evaluations, performing field user research and testing, light prototyping, creating component libraries, delivering interaction and visual style guidelines

June 2008 – Jan 2009

## Limelife

### Senior Designer (PERM)

In a light Agile environment I managed a jr. designer and took product requirements from text to whiteboarding to wireframing to final designs for a rich social media set of features including; profile, email, commenting, image bookmarking, internal content management, push notifications, flash games, iPhone applications, mobile games, and Facebook applications.

## contact info

@UIscott

www.ScottWasson.org

LinkedIn: ScottWasson

## education & skills

**AA Degree** - Valencia College

**BS Degree (incomplete)** - Florida State University

### Tools of Trade:

Omnigraffle

Photoshop

InDesign

Whiteboarding

Prototyping

Design Pattern Libraries

User Research

Sketching

HTML

CSS

JIRA

## awards

Interactive Media Award

**2010**

Certified Agile Product Owner

**2010**

**Jan 2008 – May 2008**

**Gershoni Graphics, Creative Agency**

**Production Designer (1099 Contractor)**

Created wireframes and design comps for Interaction Clients including; the BBC, Patron Tequila, The Smithsonian, and local designers and artists.

**April 2004 - Oct 2007**

**Best Buddies Intl.**

**Webmaster (PERM)**

Responsible for all online properties and collateral. Ultimately managing a staff of five, I integrated all of this nonprofit's web properties to an online CRM/CMS system. Was responsible for the design and art direction of several national campaigns and cause related marketing initiatives - it's a nonprofit so you where a lot of hats.

**Further job history and references available upon request**