

# SCOTT WASSON

OCT 2011 - PRESENT

## BARNES & NOBLE: NOOK TABLET

### LEAD UX DESIGNER

Recently I've been working on the Holiday release for the NOOK Tablet, their 7" color LCD. Working in more of a "Lean UX" framework to go from sketches to wireframes to prototypes quickly for feedback on concepts. I'm leading the experiences for the Shopping and Home areas of the device. Working within some of the limitations of this custom ROM on top of Android ICS.

Previously I implemented the UX for a new feature release on the current eInk Simple Touch eReader. Working with Product Management to define goals and iterate on wireframes and flows to reach a prototype for user testing. Taking user feedback on usability and discovery to reach a final design for building and follow up on QA.

**My process included:** Leading cross-functional whiteboard sessions, helping to define user testing protocols, helping to define requirements, wireframing, leading on-device rapid prototyping.

APRIL 2009 - AUG 2011

## EMETER, INC.

### INTERACTION DESIGNER

I redesigned the company's two flagship products which recently have been bought Siemens. First, a customer portal for utility companies to present smart grid information to their customer base. The web application informed the user about their energy use, energy costs, and carbon footprint. The goal was to present this data to be easy to understand. And to provide tools to analyze and act on this data that are engaging and easy to use. The second product is an enterprise meter-data management application. This application included workflows for handling exceptions, reporting on systems, managing internal applications and assets. Both products required a process that focused heavily on understanding the user's mental models and providing clear interaction models.

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

JUNE 2008 - APRIL 2009

## LIMELIFE

### UI DESIGNER

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

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## EDUCATION & SKILLS

**AA** - Valencia College '97  
**AS** - Valencia College '99  
**BS** - Florida State University '01

### 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**

**Nov 2007 - MAY 2008**

**GERSHONI CREATIVE AGENCY**

**PRODUCTION DESIGNER**

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**

Responsible for all print and online 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.