

overview

A human-centered design leader, innovator, systems thinker, and communicator with uncommon range and depth of experience identifying and crafting thoughtful solutions that delight stakeholders and fulfill strategic business goals.

expertise

Systems thinking
Human-centered design
Business & product strategy
User research & synthesis
Requirements definition
Disciplined ideation
Facilitative design leadership
Design systems and patterns
Product design
Service design
Information design
Visual design & execution
UX for generative AI
Presentation & communication
Agile methodologies
Rapid prototyping
Implementation support
DesignOps

education

Art Institute of Seattle
Associate's of Applied Arts
Graduated in top 10 percent of a visual communications program emphasizing the application of design in business.

experience

Founder and Principal

TallScott Apr 2017 - Present
Helping clients in the US and Europe transform their organizations and products to be more human-centered, innovative, and strategically cohesive. Recent project domains include philanthropic and social enterprises, healthcare, data analytics and visualization, B2B systems, and consumer services.

Senior User Experience Designer

The Bill and Melinda Gates Foundation (via Allovus Design) Apr 2021 - Mar 2023
Designed rich data and analytics tools for understanding, making, and managing investments globally. Worked with diverse stakeholders to conceive, prototype, test, and produce human-centered solutions to complex, nuanced problems.

Advisor and Co-organizer

Portland Design Thinkers Sep 2019 - Jul 2022
Helped grow and strengthen a community of over 1,300 creative problem solvers dedicated to advancing human-centered design literacy through high-quality event programming, curated content, and hands-on engagement.

Director of User Experience

UXanimal Jul 2014 - Mar 2017
Led cross-disciplinary teams in a full-service design agency. Contributed to the success of ambitious startups and enterprises like Amazon, Google, and Electronic Arts. Projects ranged from mobile consumer apps to complex B2B solutions.

Senior User Experience Designer

CareZone Dec 2012 - Apr 2014
Designed effective and engaging user experiences across a suite of innovative consumer health applications. Collaborated closely with an outstanding cross-disciplinary team of product strategists, engineers, and marketers.

Founder and Principal

Attentive Design Jun 2004 - Mar 2012
Oversaw all aspects of a small independent design practice including business strategy and marketing, account/project management, research and analysis, creative direction, and project execution.

Design Lead

Gist | Research in Motion Feb 2009 - Feb 2011
Led the design of a richly featured, groundbreaking contact management and social CRM application across web, desktop and mobile platforms. Gist was acquired by Research in Motion in February 2011.

Product Designer

Microsoft Dec 2001 - Nov 2005
Conducted extensive research and provided design direction and specification for several innovative human-centered computing experiences including a patented collaborative process management system.

Design Director

Amazon Apr 1997 - May 1998
Led a design team responsible for Amazon's core customer experience. Interpreted business and marketing goals, oversaw Amazon's visual and experiential identity, and developed the company's long-term design strategy.

pursuits

Road cycling
Distance running
Backcountry hiking
Dog parenting
Meditation
Philosophy
Gastronomy
Fine art
Photography
Lifelong learning

story

After graduating from design school at the Art Institute of Seattle, I began applying my newfound graphic design skills to branding and marketing initiatives, primarily for small and mid-sized businesses. During these first three years of my career, I learned a lot about crafting communication artifacts that advance business goals by serving the needs of customers. These themes of craft and service have been important throughlines in my career ever since.

As the internet started to gain mainstream traction, I was fortunate enough to spend three years applying and extending my skills working on some of Microsoft's pioneering web products including MSN, Investor, Money, and Encarta. In addition to creating compelling branding and editorial graphics, I was called on to design clear, elegant visualizations of complex and nuanced information. Little did I know at the time that this experience would equip me to design rich enterprise analytics tools and other intricate solutions down the road.

My time at Microsoft eventually led me to a senior design role at an ambitious startup called Amazon. During an exhilarating (and often exhausting) year there, I played a pivotal role in overhauling the structure and visual identity of Amazon.com, laying the groundwork for the site's evolution from a fledgeling online bookstore to the trillion-dollar retail juggernaut we know today. The professional growth I experienced during this period was monumental. I learned firsthand that design methods aren't just valuable at the level of individual features and products, but that they also play a vital role in making services, businesses, and larger structures more effective and human-centered.

Following Amazon and a two-year sabbatical, I returned to Microsoft for a rewarding four-year stint as part of a tight-knit, highly accomplished "tiger team" of researchers, analysts, designers, and engineers. Together, we prototyped innovative new product and service ideas and generated valuable intellectual property around emerging technologies. Notably, we developed a deeply context-aware business process management tool. It was during this time that I truly grasped the value and practice of rigorous research. I am also proud to be named on three significant patents during this period.

For the next eight years, I worked independently as a design and strategy consultant to a diverse array of startups, two of which enlisted me for long-term, dedicated positions. At Gist, I spearheaded the design of a groundbreaking contact management and social CRM solution, which ultimately led to Gist's acquisition by Research in Motion. Similarly, at CareZone, I led the design effort for a suite of innovative mobile consumer health applications. CareZone's technology and intellectual property were later acquired by Walmart. This phase of my career was marked by a deep embrace of agile methodologies and a significant strengthening of my facilitative leadership skills.

story (continued)

In order to scale beyond the work I could take on as an independent consultant, I joined forces with longtime colleague and collaborator, Matt Cibelli. Together, we co-directed a boutique design agency called UXanimal. For three years I led several small design teams that delivered strategically important outcomes for clients such as Amazon (Amazon Fashion, Amazon Smile, Amazon Giveaway, Amazon Associates), Electronic Arts (telemetry and analytics solutions), Valant (boldly innovative electronic health records), and RootMetrics (cellular network and infrastructure analytics tools). During this period, I further refined my ability to communicate (and sell) the immense value of design across all levels of organizations. Additionally, I embraced a mentorship role, finding great satisfaction in helping junior designers develop in their careers.

I stepped away from UXanimal to seize an opportunity to relocate to Amsterdam, where I resumed independent consulting for three enriching years. My clients included Toyota, Here.com, AKQA, and numerous smaller ventures. I played a crucial role in helping Toyota create a global framework and design system for their extensive network of web properties. With Here.com, I helped pivot their feature-centric communication approach to one rooted in value-based messaging. Departing from the digital realm, I helped a large and diverse group of public and private stakeholders develop and catalyze a more human-centered vision for a large urban redevelopment project in Bielefeld, Germany. My time in Europe pushed me to broaden my horizons, embrace diverse cultural and professional norms, and share my expertise more freely. During this time, I became active in the leadership of Amsterdam UX, a large and lively community of designers. I also delivered several well-received talks on the history and trajectory of design practice.

Upon returning to the Pacific Northwest, I continued to work with clients on both sides of the Atlantic. After about a year, I was honored to accept a full-time role with the Bill and Melinda Gates Foundation. Over two years there, I collaborated across several multidisciplinary teams to drive the design and development of the foundation's data and analytics solutions. These mission-critical tools are used by 1,800+ employees at every level to understand, deliver, and manage over \$7 billion of investments annually. My work was pivotal in helping the foundation consolidate numerous fragmented tools into a unified, flexible, and extensible suite while adding important new capabilities like scenario forecasting and impact performance analytics. I also played a key role in creating a comprehensive design system to accelerate further development of this vital toolkit's capabilities, including the integration of AI. During this time, I also volunteered as an advisor and co-organizer for the Portland Design Thinkers, a passionate, cross-disciplinary community dedicated to advancing design literacy.

Currently, I'm looking for a new home in which to write the next chapter of my career. I am seeking an organization where I can make a deep, long-term commitment and apply my unique perspective, knowledge, and proven capabilities to drive design-led innovation at scale and in service of value-aligned goals. If that sounds like your organization, I sincerely hope you reach out for a conversation.