

Scott Williams

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SUMMARY

UX leader and product strategist with 15+ years' experience driving human-centered, data-informed, accessible design across enterprise platforms. I'm known for shaping product vision, developing high-performing teams, and delivering scalable, award-winning experiences that users enjoy and businesses trust.

CORE SKILLS

- Leadership & Strategy: UX Management, Project Management, Product Strategy, Stakeholder Engagement
- Process & Methods: Design Thinking, Heuristic Analysis, Service Blueprints, BDD, SAFe Agile
- Research & Design: Accessibility (WCAG 2.1), User Research, Journey Mapping, Prototyping, Usability Testing
- Technical & Tools: Figma, Axure, GenAI, Miro, HTML/CSS, Angular Components, Adobe Creative Suite, Asana, Smartsheet, Confluence, Jirra, Google Analytics, Zoho Desk, D2L

EXPERIENCE

Project Manager, Learning Management System – State of Colorado, Behavioral Health Administration (Remote) | Mar 2025 – Present

- Direct execution of a statewide Learning Management System, aligning engineering, content design, QA, vendors, and executive stakeholders around a shared roadmap and delivery cadence.
- Own end-to-end release lifecycle for platform enhancements and course deployments including intake and scoping through validation, accessibility (WCAG 2.1), and post-launch monitoring.
- Orchestrate a rolling portfolio of concurrent initiatives, balancing regulatory requirements, certification needs, and feature enhancements while proactively mitigating risks and dependencies.
- Establish governance standards, intake workflows, and release protocols that increased delivery predictability, reduced production risk, and improved cross-team accountability.

Product Design Manager, Learning Management System – State of Colorado, Behavioral Health Administration (Remote) | Feb 2024 – Mar 2025

- Pioneered the product experience strategy for a statewide Learning Management System serving behavioral health professionals, aligning user needs, workforce goals, and regulatory requirements into a scalable platform roadmap.
- Delivered executive-level insights on user growth, course performance, and certification outcomes, contributing to first-year impact of 129 new courses launched, 2,885 enrollments, and 724 crisis professional certifications issued statewide.

- Collected and converted user research and behavioral insights into prioritized roadmap investments, redesigning core workflows to drive adoption and clarify certification pathways.

GenAI Annotations Visual Arts Specialist – Meta(Remote) | June 2025 – Present

- Apply UX and design thinking to improve prompt strategies, usability frameworks, and model evaluation guidelines for generative AI systems.
- Partner cross-functionally to calibrate quality benchmarks, refine success metrics, and support continuous improvement of multimodal AI products.
- Evaluate and curate large volumes of AI-generated visual content, ensuring quality, consistency, and alignment with creative and brand standards.

UX Manager – Verinext (formerly Anexinet) | Apr 2023 – Jan 2024

- Established governance and UX charter.
- Led a globally distributed UX team, mentoring talent and scaling design execution.
- Raised design maturity from ad hoc to strategic partner level.
- Delivered rapid prototypes, heuristic evaluations, and resource training initiatives.

Lead UX Strategist/Designer – SEI Investments | Nov 2015 – Apr 2023

- Spearheaded UX strategy for decentralized applications, driving the design of award-winning Portfolio Management and Client Acquisition products.
- Provided design and standards guidance to development teams; managed Angular UI component library and specifications.
- Led design workshops and gathered requirements from stakeholders to align product roadmaps with business goals.
- Strategized the integration of emerging AI and XR technologies to drive product innovation.

UX Manager (consultant) – Comcast Spectacor | Apr 2015 – Oct 2015

- Directed UX strategy for flagship enterprise properties, including Comcast Spectacor and Spectra.
- Established custom CMS frameworks to align marketing strategy with brand consistency.
- Steered the WellsFargoCenterPhilly.com migration and established a strategic vendor program.

Senior UX Designer/Developer – CIBER, Inc | Aug 2008 – Apr 2015

- Managed diverse IT initiatives, delivering technology and business solutions across industries. Clients included AstraZeneca, Hamilton Lane, the City of Philadelphia, AO North America, and The Pew Charitable Trusts.
- Led art direction, user research, mentoring, business analysis, and information architecture.
- Created wireframes, prototypes, cross-platform content integrations, and design standards.

EDUCATION

- **User Experience Certification (UXC): UX Management**, Nielsen Norman Group, 2019
- **MFA**, Pennsylvania Academy of the Fine Arts, Philadelphia, PA
- **BA**, Moravian University, Bethlehem, PA
- **Studio Art Studies**, Università degli Studi di Firenze, Florence, Italy