



John Scott

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GOAL

I strive to create great user experiences for products/companies that I personally believe in and utilize in my own life.

SKILLS

UX Design

Figma
Sketch
Adobe CS
Copywriting

Research/Testing

Ustesting
dScout studies
Competitive analysis
Presentations

Management

Agile
JIRA

RECOGNITION

Pulitzer Prize

The Wall
2017

I provided UX design and Project management support for the team that won the journalism award.

Design Awards

I've received numerous awards over the years, including:
Society of News Design
Society of Professional Journalists
Editor & Publisher

WORK EXPERIENCE

2017
NOW

GANNETT | INDIANAPOLIS, IN

Principal Designer/Manager - User Experience Team

As part of the Consumer Experience UX team, I help with Gannett's efforts to constantly innovate and improve the overall customer experience, on everything from article design to subscription efforts.

2014
2017

GANNETT | INDIANAPOLIS, IN/McLEAN, VA

Design Director - Gannett Digital

Returning to Gannett, I continued working with Gannett's local newspapers. The main focus of this team was the design and development of a series of Android/iPhone sports-related apps, as well as several storytelling initiatives - Including Gannett's Pulitzer-winning project "The Wall".

2013
2014

KOHL'S | MENOMONEE FALLS, WI

Digital Design Manager

At Kohl's, I led a team of 19 UX designers tasked with producing the content for the desktop, tablet and mobile sites/apps. During my tenure, the company saw double digit increases in total traffic, customer engagement, and total digital revenue - while reducing costs and errors.

2010
2013

GANNETT | INDIANAPOLIS, IN/McLEAN, VA

Design Director - Gannett Digital

At this point, I was promoted to corporate, where I worked with all of Gannett's local properties - both newspaper and television - to identify opportunities to better serve audiences. I also worked on the initial version of Gannett's digital paywall.

2006
2010

INDYSTAR | INDIANAPOLIS, IN

Digital Director - Innovation & Development

As the Digital Director for the Market Development team at The Star, I led a group of designers and developers tasked with identifying underserved audience segments and rapidly developed/launched web products to meet their needs.

1999
2006

INDYSTAR | INDIANAPOLIS, IN

Informatics Designer/Editor - Newsroom

During my tenure with the informatics team at The Indianapolis Star, we won 16 national awards and dozens of state awards. I designed informatics to explain complex situations—everything from diagramming new building projects to charting state revenue projections.

EDUCATION

UNIVERSITY OF ST. FRANCIS | FORT WAYNE, IN

Degree in Communication Arts and Graphic Design