



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
Adobe CS
AI practices
Copywriting

Research

Ustesting
Studies
Analysis
FullStory

Process

Agile JIRA/Confluence

RECOGNITION

Pulitzer Prize

The Wall
2018

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
Editor & Publisher
Society of Professional Journalists

WORK EXPERIENCE

2025
CURRENT

MARRIOTT INTERNATIONAL | INDIANAPOLIS, IN *Sr. UX Designer - Web Booking Team*

As part of the Booking team, I lead UX discovery, design, and optimization for Marriott's booking experience, partnering with the app team to deliver consistent, customer-centered experiences across channels.

2018
2025

GANNETT | INDIANAPOLIS, IN *Principal Designer - User Experience Team*

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

2014
2018

GANNETT | INDIANAPOLIS, IN/McLEAN, VA *Senior UX Designer - 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.

EDUCATION

UNIVERSITY OF ST. FRANCIS | FORT WAYNE, IN *Degree in Communication Arts and Graphic Design*