

# SCOTT MORLAN

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## EXPERIENCE DESIGN LEADER

Accomplished Director of Experience Design with a robust history of leading innovative web design and user experience projects. Extensive expertise in user-centered design, AI-specific design strategies, building/leveraging design systems and team management. Adept at fostering a culture of innovation, cross-functional collaboration, and enhancing digital strategies to elevate customer experiences. Known for a leadership style that is both empowering and inclusive, fostering a collaborative environment where every team member feels valued and motivated to contribute their best work. Demonstrated ability to navigate complex challenges, whether it's developing innovative solutions to meet shifting market demands or effectively managing resources to optimize efficiency.

## AREAS OF EXPERTISE

User Experience Design (UX) | Design for AI | User-centered Design | Digital Strategy | Web Design and Development | Digital Strategy | Team Leadership and Management | Innovation and Creativity | Project Management | Relationship Building | Cross-Functional Collaboration | Prototyping and Wireframing | Usability Testing | Visual Design | Service Design | Agile Processes | Information Architecture | UX Research

## PROFESSIONAL EXPERIENCE

### Autodesk

#### Director, Experience Design for Help, Learning & Community

March 2018 - February 2024

Led a team of designers and design managers across 3 of Autodesk's key customer-facing domains. Fostered a culture where innovation and customer satisfaction are paramount, leveraging expertise in web design for AI to make complex systems intuitive and user-friendly.

- Directed the design of the first AI-powered (LLM) sales chat experience reducing non-sales calls to sales by 40%.
- Drove the design of the first machine learning (ML) and AI-powered support chat experiences that increased self-service resolution by more than 35%.
- Guided the experience strategy that brought together multiple learning platforms into a single 'learn-anywhere' experience, which resulted in the enhancement of the customer experience.
- Managed the design approach for rationalizing Autodesk's community and social customer experiences including forums, blogs and events.
- Successfully transitioned team from a primarily in-person setup to a remote-first environment, which helped to diversify the workforce.

#### Director of User Experience, Autodesk Knowledge Network

August 2015 - March 2018

Managed user experience design, research and analytics teams for Autodesk's first singular approach to customer support.

- Led the first in-depth user-based research initiative for Autodesk Knowledge Network resulting in architectural changes that improved cross-domain navigation by 30%.
- Collaborated with Product Management and Engineering Directors, developed and evangelized a triad approach to Agile development at Autodesk which led to better efficiency, collaboration, teamwork and products.
- Empowered UX designers and researchers to excel, which ensured deliverables reflected the quality and innovation that exceeded customer expectations.

**VMware**

**October 2011 - August 2015**

**Director of User Experience, VMware.com**

Directed UX strategy and implementation for VMware.com. Hired and managed a web-specific analytics team. Led multiple cross functional teams.

- Initiated and drove a complete overhaul of design and architecture of vmware.com based on primary customer research and internal stakeholder interviews, which improved customer experience through simplification.
- Pioneered design-thinking in the first design-specific group for web marketing at VMware, that enhanced the customer experience.

**ADDITIONAL RELEVANT EXPERIENCE**

- **Hewlett-Packard - Manager, Web Analytics & User Experience**
- **Mercury Interactive (Hewlett-Packard) - Senior Manager, User Experience and Design**
- **Oracle (PeopleSoft) - Director, Oracle.com | Senior Producer**

**EDUCATION**

- **Master of Science (MS), Computer Information Systems - University of Phoenix**
- **Bachelor of Arts (BA), Visual Arts | Communications - UC San Diego**