SCOTT UNDERWOOD

912.687.1509
gunderw111@gmail.com
scottunderwood.me

CERTIFICATIONS

Google Analytics 2017-2019

Google Ads Search 2018-2019

General Assembly UX Circuit 2019

General Assembly HTML/CSS Circuit 2019

GEORGIA SOUTHERN UNIVERSITY

Statesboro Georgia

Major: Information Systems
Minor: Graphic Communications Mgmt.
Awards: QUAD Graphics Scholarship 2009

SKILLS & EXPERIENCE

Unbounce	Google Ads
HTML	Sketch
CSS	Adobe Creative Suite
InVision	Figma
Adobe XD	Google Data Studio
Webflow	Mailchimp

EMPLOYMENT

07.2019 PRESENT

Standard Press *Atlanta, Georgia*

SENIOR UI/WEB DESIGNER

Design websites, digital and print assets for clients to meet their general needs and for specific marketing campaigns. Craft automated marketing workflows within Mindfire. Design and code pleasing UI experiences for clients' web-to-print storefronts.

06.2019 PRESENT

Clever Minds *Atlanta, Georgia*

CO-FOUNDER & UX/UI WEB DESIGNER

Worked with a team of former freelancers to build a hyper focused creative agency. I align with branding designers and content creators to design experiences that help users accomplish their goals while reaching our client's business objectives. We pride ourselves in creating a collaborative work process with our clients that guides them through research, strategy, layout, and design phases all the way to the final product.

03.2019 06.2019

10Xfive *Atlanta, Georgia*

UX/WEB DESIGNER

Responsible for overall web project development from research and strategy to layout, design, and implementation. Conducted user research to solve user frustrations while accomplishing the client's goals.

02.2017 03.2019

10Xfive *Atlanta, Georgia*

CONVERSION RATE OPTIMIZATION MANAGER

Design & create landing pages to increase conversion rates, generate leads, and improve user experience. Conduct A/B testing on pages to increase conversions and decrease bounce rate. While my focus within the team is conversion optimization, I also have experience with Search Engine Marketing, Search Engine Optimization, Social Media Marketing , & Email Automation.