

# SCOTT UNDERWOOD

PRODUCT DESIGNER / DESIGN SYSTEMS / AI-ASSISTED CODE PROTOTYPING

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## SUMMARY

Product designer evolving into a design engineer, using AI-assisted coding to prototype, iterate, and validate ideas fast. I build scalable UI systems, interaction patterns, and high-fidelity prototypes, partnering closely with engineering to reduce handoff friction and ship with strong design-to-code alignment.

## EXPERIENCE

### VML

Director, Experience Design / July 2024 - Present

Associate Director, Experience Design / May 2023 - July 2024

Senior Experience Designer / Sept 2021 - May 2023

- Led UX/UI for enterprise platform features, turning complex requirements into shippable end-to-end flows.
- Established shared UI approaches (components, guidance, documentation) to improve consistency and speed delivery across features.
- Partnered with product and engineering from concept to handoff to improve build fidelity and reduce rework.

### CLEVER MINDS

Co-Founder / June 2019 - Jan 2022

- Led end-to-end design for websites, product flows, and digital brand experiences from concept to launch.
- Aligned stakeholders and shipped production-ready UX/UI across multiple engagements.

### STANDARD PRESS

Senior UI/Web Designer / July 2019 - Sept 2021

- Designed and shipped websites, digital assets, and automated marketing flows with hands-on implementation.
- Built reusable templates/modules to speed repeat campaigns and improve consistency.

### 10XFIVE

UX/UI/Web Designer / Feb 2017 - Jun 2019

- Designed campaign UX/UI for PPC and paid social landing flows, helping increase leads generated by 108% in year one.

## CORE SKILLS

Design Systems / Accessibility / Responsive Design / Interaction Design / Prototyping  
Front-end collaboration / Figma / HTML / CSS / AI-assisted prototyping / Usability Testing

## EDUCATION

### GEORGIA SOUTHERN UNIVERSITY

B.S. Information Systems