

Sierra Scott

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Experience

UX Designer — Kochava | Sandpoint, Idaho

OCTOBER 2023 - PRESENT

- Lead end-to-end UX design for 3+ SaaS product initiatives, from research and workflow definition through high-fidelity UI and developer handoff.
- Leverage AI tools, including Claude, to accelerate the discovery phase, competitive analysis, and user flow logic.
- Integrate AI workflows into the design process to iterate on UX copy and user-testing scenarios, reducing time-to-fidelity for new product initiatives.
- Spearheaded a redesign of Kochava's core platform experience with over 20 pages, improving navigation clarity, usability, and visual consistency across product lines.
- Partner with engineers to implement responsive and accessible designs, ensuring a smooth handoff.
- Maintain and evolve Figma component libraries and style guides weekly to enable scalable UI patterns and consistent design execution.
- Conduct 5-7 competitive analyses and design audits to identify industry trends and inform product direction for each product enhancement.

Product Marketing Manager — Kochava | Sandpoint, Idaho

FEBRUARY 2020 - OCTOBER 2023

- Managed and optimized website content and landing page updates in WordPress, publishing 2–5 new pages and 2–3 optimized blog posts per week, to support ongoing marketing campaigns and product launches.
- Monitor website health using Google Analytics and diagnostic tools, and resolve issues to improve usability.
- Perform monthly WordPress site maintenance and manage contributor requests.

Website Designer, Freelance — Monarch Marketing | Sandpoint, Idaho

OCTOBER 2021 - SEPTEMBER 2024

- Designed and launched 2+ WordPress websites/month with a focus on responsive design and accessibility.
- Defined user flows, sitemaps, and structure aligned with each client's brand and business goals.
- Maintained 3-4 websites over the course of 4 years, making updates to copy, images, and services while ensuring responsive design for desktop, tablet, and mobile.
- Designed responsive web pages and marketing components optimized for desktop, tablet, and mobile.
- Translated brand guidelines into digital interfaces using HTML/CSS customization and plugin integration.

Skills

Design Tools & Methods: Figma, Wireframing, Prototyping, AI-Assisted Design / Prompt Engineering, CSS, HTML

Technologies & Platforms: WordPress, Elementor, WooCommerce, Claude, Google Analytics

Optimization & Strategy: Conversion-Focused Design, SEO Best Practices, Google Analytics, Competitive Analysis

Education & Certification

B.S. Computer Science — University of Puget Sound | Tacoma, Washington

AUGUST 2014 - MAY 2018

UX Design Certificate — Google (Coursera) | Remote

FEBRUARY 2023 - MAY 2023

Completed a 7-course program covering UX research, inclusive design, wireframing, prototyping, and usability testing.