



Daylon Scott
Brand & UX Designer

dayscottdesign.com

+1 336 214 5756

daylon.r.scott@gmail.com

Charlotte, NC 28269

EDUCATION

BFA, Graphic Design

East Carolina University, 2010–2015

SKILLS

Product Design:

User Research, User Experience Design, User Bios, User Flows, Card Sorting, Interaction Design, Information Architecture, Wireframing, Prototyping, UI Design, UI Animation, User Testing

Coding & CMS:

HTML & CSS, Wordpress, WPEngine, Magento, AdobeCommerce, Shopify, Webflow, Squarespace

Branding & Marketing:

Art Direction, Brand Strategy, Consumer Research, Consumer Profiles, Brand Identity Design, Logo Design, Logo Animation, Illustration, Infographics, Print Layout, Video-editing, Mobile-first Web Design, Omni-channel Marketing

Software:

Adobe XD, Balsamiq, Figma, Sketch, InVision, Photoshop, Illustrator, After Effects, Premiere, Final Cut Pro, InDesign, Dimension, Canva, Creatopy, Mixpo

INTERESTS

Hiking, Camping, Cooking, Digital Art, Jiu Jitsu, Reading

EXPERIENCE

Rowley Company

Digital Marketing Manager (Jan 2026–Present)

Digital Graphic Designer, UX Focus (Apr 2024–Dec 2025)

- Led UX and digital experience strategy across six Magento-based ecommerce brands, improving product discovery, navigation, and conversion pathways.
- Designed UX for a large-scale CPQ system migration, creating user flows, wireframes, and prototypes for complex product configuration logic (measurements, weights, dependencies).
- Partnered with engineering and IT to deliver implementation-ready UX documentation supporting 14 CPQ systems.
- Redesigned the Motorization Support experience using personas and journey mapping to improve self-service and reduce customer friction.
- Managed site architecture, landing pages, and catalog structure to improve usability and content clarity across platforms.
- Promoted to Digital Marketing Manager in 2026 to lead cross-channel digital strategy, UX initiatives, and marketing execution.

UniWorld Group

Freelance UX Designer (May 2023–Jan 2024)

- Led UX/UI design for a Fortune 500 website redesign from concept through launch.
- Created user flows, wireframes, and high-fidelity prototypes to define interaction patterns.
- Developed design systems and visual guidelines for responsive web experiences.
- Collaborated with stakeholders and development teams to ensure UX alignment and quality implementation.

Beasley Media Group, Corporate Digital

Art Director (Oct 2021–Nov 2022)

Senior Multimedia Designer (Jan 2020–Sep 2021)

Multimedia Designer (Jan 2017–Dec 2019)

- Led UX strategy and design across digital platforms supporting 65+ radio stations, apps, and websites.
- Directed redesign of 65 mobile apps and WordPress sites, improving usability and consistency across markets.
- Designed UX for an aggregated ecommerce platform, including user flows, IA, and interaction design.
- Led cross-functional collaboration with product, engineering, and marketing teams to deliver scalable digital experiences.
- Managed and mentored design teams while maintaining design standards across multiple products and campaigns.

Beasley Media Group, Charlotte Market

Graphic Designer (Jul 2015–Jan 2017)

- Created omni-channel marketing campaigns and led local brand initiatives. radio stations, esports teams, music festivals, podcasts and corporate initiatives.

Project Tumara Inc.

Graphic Designer (Jan 2014–Jan 2015)

- Redesigned nonprofit brand identity and created print collateral for fundraising in Sierra Leone to support youth education.