Scott Capener

Principal Product Designer
Seattle, WA

scottcapener.com
801-874-8630

Accomplished design leader with 10+ years of experience in driving vision and execution for high-impact digital products.

Experience

Senior Experience Designer @ Dictionary.com, 2023-24

- Led major design initiatives including a successful ad-free subscription model and a refresh of the "Word of the Day" email reaching over 2 million subscribers.
- Championed the user experience redesign for educational technology products, facilitating cross-functional collaboration and steering the product design and development lifecycle.
- Actively contributed to company's strategic direction by developing product visions and roadmaps in collaboration with senior leadership and finance teams.

Lead Product Designer @ MagicBus, 2021-23

- Directed product and marketing design for a burgeoning rideshare startup, enhancing user experience through refined design language that deeply resonated with the brand's ethos.
- Conducted extensive user research and prototyping, leading to innovative UI designs that propelled product understanding and user engagement.
- Provided creative oversight for web and print design, ensuring brand consistency across all platforms.

Product Designer @ RevRoad, 2017-21

- Led product design across 30+ startup projects, developing a reputation for delivering compelling, user-friendly prototypes that effectively translated to final products.
- Mentored junior designers, instilling best practices in UX/UI process and overseeing the successful implementation of design strategies.
- Played a pivotal role in client interactions and user testing, ensuring designs met targeted user needs and business objectives.

Creative Director @ Osmond Marketing, 2017

- Oversaw branding, print, and web design projects, cultivating long-term client relationships and guiding a team through complex marketing and design challenges.

Chief Design Officer @ 2nd Story Capital, 2015-17

- Provided comprehensive design oversight and strategic consultancy for investments, delivering high-impact visual and UX solutions across various platforms.

Product Designer @ Blackboard, 2013-15

- Redesigned the entire mobile experience to align with new branding, enhancing user engagement and satisfaction across mobile platforms.

Education

Brigham Young University, 2013
BA Graphic Design

Skills

Leadership

Strategic leadership, vision alignment, talent mentoring, stakeholder engagement

Design

Holistic product design, user experience strategy, brand development, design system creation, high-fidelity prototyping

Technical

Proficiencies include Figma, Sketch, HTML, CSS, and the suite of Adobe Creative Cloud applications

Contacts

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