

SCOTT MCFARLIN

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PRODEGE, LLC

04/2021 - Present / Los Angeles

PRODUCT DESIGNER, CREATIVE DIRECTOR UX/UI

Directed & Supervised a team of 14+ designers. Oversaw product design including UX/UI of consumer facing platforms with over 120 million unique registered members. Platforms include responsive websites and mobile apps: Swagbucks, InboxDollars, MyPoints, Upromise, Tada, Easybucks, Pollpay, Daily Trivia Live. Inspired company-wide design thinking. Facilitated cross-functional collaboration with development and engineering teams. Orchestrated new streamlined processes and work flows such as adding design to the QA process.

WHITEMOON DREAMS, LLC

02/2020 - 03/2021 / Los Angeles

INNOVATIONS LAB PRODUCT DESIGNER

Oversaw all aspects of product design including ideation, research, competitive analysis, UX/UI for an emerging eLearning SaaS platform. Includes response web app with CMS tool, an Admin Panel and an evolving library of widgets. With a small agile team in a fast-paced environment, I collaborated closely with developers and engineers for maximum efficiency.

TELESCOPE, INC

01/2015 - 08/2019 / Los Angeles

PRODUCT DESIGNER, CREATIVE DIRECTOR UX/UI

Oversaw conceiving, product road maps, UX, and design of custom client projects as well as white labeled digital applications and company platforms. With a small team of 3 designers I mentored as well as worked hands on in all aspects from pitches to UX/UI to design. Projects ranged from creating white labeled web applications, web/mobile sites, mobile applications and proprietary web platforms for some of the biggest names in entertainment.

Clients: ABC, American Idol, Americas Got Talent, Asia's Got Talent, Billboard Music Awards, BBC, CBS, CNN, Coke, Dancing with the Stars, E!, ESPN, Facebook, Formula E, FOX, Francis Ford Coppola, Google, Hulu, iHeart Music Awards, Miss Universe, Nasa, NBA, MTV, NBC, Nickelodeon, The Oscars, PBS, TLC, Univision, US Cellular, Vans, VH1

LUNCHBOX (A WPP AGENCY)

06/2012 - 12/2014 / Los Angeles

CREATIVE DIRECTOR UX/UI, PRODUCT DESIGN & CONTENT

My role included new business pitches, client relationships, overseeing a department of 15+ creatives and the work as well as staffing budgets. I directed UX/UI for web and product design, established best practices and mentored creative staff. Projects focused on original video content, social influencer programs and web/mobile sites.

Clients: Walmart, Unilever (AXE, Dove, Suave, Treseemme, Vaseline, Degree, Clear), T-Mobile, Kraft (Kraft Master Brand, Gevalia, Maxwell House), Mars(M&Ms, Snickers, Milky Way), Mattel (Barbie, Hot Wheels, Monster High) Fisher-Price, Hasbro (Furby, Nerf, Elmo), Johnson & Johnson(Tylenol, Clean & Clear, Motrin, Band Aid, Neutrogena, Aveeno), Cody Beauty, Microsoft, Safeway, Columbia Sportswear, Nestle, Intel, Disney

RAZORFISH

05/2009 - 05/2012 / Los Angeles & San Francisco

ASSOCIATE CREATIVE DIRECTOR

Focused primarily on Intel, I was part of a team that grew the account to \$18 million annually. Responsibilities include leading Intel.com global web and mobile design. Setting global guidelines for over 40 regional sites. Lead marketing consumer campaigns for product launches.

Clients: Intel, Microsoft, InfinityWard(an Activision Company)

TBWA\CHIAT\DAY\TEQUILA

07/2006 - 04/2009 / Los Angeles

ASSOCIATE CREATIVE DIRECTOR

Lead conceiving, art direction and design of digital advertising campaigns and websites. Work closely with Offline marketing team to develop integrated 360° marketing campaigns

Clients: Mars USA/Uncle Ben's & Pedigree, Energizer, Pepsi, Gatorade, P&G/PUR, Pioneer, Boost Mobile, UNICEF, The Grammy Awards, Shutterfly, VISA

AGENCY.COM

12/2000 - 06/2006 / San Francisco

CREATIVE DIRECTOR (01/04-06/06) - SENIOR ART DIRECTOR (12/00-01/04)

Lead conceiving, art direction and design of digital advertising campaigns and websites.

Clients: Miller Brewing, eBay, PayPal, Adidas Golf(TBWA\Chiat\Day), Ask.com, Fox Entertainment, Shutterfly, IndyMac Bank, Discovery Channel, TLC, Pizza Hut, Diet Coke, MandalayBay Resorts, LasVegas.com, Wells Fargo, Visa, Sears, Chicago Board Options Exchange, Academy of Art College, Dey Pharmaceuticals, Ntt/Verio, Kodak, Butterball, HSN.com

ORGANIC, INC

06/1999 - 12/2000 / San Francisco

ART DIRECTOR

This was the earliest days of online advertising and many innovations were invented that set the groundwork for things still in practice today. I lead conceiving, art direction and design of digital advertising campaigns.

Clients: GAP, Old Navy, Banana Republic, The Home Depot, Blockbuster, MasterCard, Textbooks.com, Guild.com, Law.com, Rx.com, Signature Networks, Hoovers Online, Providian Financial, Driving.com

SAN FRANCISCO STATE UNIVERSITY

BACHELOR OF ARTS

Art Major w/emphasis on Conceptual Design and Information Arts (New Media Design)