



SCOTT DORY

senior user experience designer

I design end-to-end experiences that make complex tasks feel simple for users and deliver measurable results.

Highly adaptable and empathetic professional with extensive experience in end-to-end process of deploying large and small-scale UX design projects. Strategic and detail-oriented problem solver specializing in building design systems and scalable components that streamline design process across teams.

End-to-End UX Design

User Research

Personas & Journey Mapping

Information Architecture

Process & User Flows

Interaction Design

Wireframing & Prototyping

Visual & UI Design

E-commerce UX

Design Systems

Accessibility (WCAG)

Cross-Functional Collaboration

CONTACT

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303.489.6515

Englewood, CO 80113

LinkedIn

www.linkedin.com/in/scott-dory

Portfolio

www.scottdory.me

EDUCATION

Bentley University

Waltham, MA

User Experience Certification

Colorado State University

Fort Collins, CO

Bachelor of Fine Arts

Concentration: Graphic Design

SKILLS

Design Tools

Figma, Sketch, Adobe XD,

Adobe Creative Suite

Design Systems

Atomic design, Scalable components,

Figma Variables

AI

Figma Make, Figma Agents,

Claude Design

Prototyping

Complex interactive prototypes

in Figma

Design Specs / Accessibility

WCAG 2.0 guidelines

User Research

User research plans

Agile

Agile JIRA, Confluence

EXPERIENCE

McGraw Hill – Columbus, OH

2024 - 2026

Senior User Experience Designer

Led end-to-end design, development, and documentation of Lighthouse Design System V2 for the School UX team: 50+ components supporting 3 product themes.

- Aligned Figma variables 1:1 with Bootstrap 5 tokens, giving designers and engineers a shared source of truth and streamlining handoff.
- Created and owned *Emerge!*, a brand-new theme for K-5 Literacy products, introducing standards that reduced design iteration time and shortened development time by ~25%.
- Host weekly office hours to mentor design teams, support system adoption, and drive consistency across products.

Rabbit & Fox Creative – Englewood, CO

2023 - Present

Senior User Experience Designer

UX, web, and visual design projects of all sizes, including the UX and visual design for an application insurance adjusters use to file claims and assign tasks during large-scale emergencies and natural disasters.

- Figma, FigJam, Visual Design, Information Architecture, Process Flows, User Personas

Pearson – London, UK/Centennial, CO

2007 – 2023

Senior User UX/UI Designer

2020 – 2023

Played significant role in designing an e-commerce experience for students and educators on Pearson.com. Focused on unified product catalog, adaptive search, learner-centric product discovery, seamless checkout, account management and fraud management.

- Launched 40K+ product portfolio, generating ~\$55M in revenue and 1M+ orders in just 2 years.
- Created unique end-to-end journey, allowing educators to browse, research and adopt titles for students and enabling students to purchase classroom materials easily.
- Simplified complex processes within Instructor Verification, Rep Locator and Request a Sample flows, reducing confusion and calls to customer support.

Senior Visual Designer

2018 – 2020

Lead visual designer applying brand and design standards across customer-facing sites (primarily Pearson Clinical Assessments), including templates in Adobe Experience Manager.

- Built and maintained a design system of complex components shared by 3 e-commerce websites (Figma, Sketch, Adobe XD), establishing the component standard front-end developers built from.
- Played a significant role in designing a 3K+ product portfolio that generated \$200M+ in revenue and ~675K orders in 3.5 years.

Lead Visual Designer

2016 – 2018

Functioned as 1 of 3 lead designers in global team responsible for creating 1 consistent user experience deployed across Pearson.

- Major contributor to redesign of US, UK and Benelux (Belgium, Netherlands and Luxembourg) sites, including new product catalog.
- Led a revamp of Customer Service Portal on Salesforce – significantly reducing helpdesk calls.



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EXPERIENCE

Pearson – London, UK/Centennial, CO

Continued

Senior Web Designer

2011 – 2016

Worked as 1 of 2 senior designers for Higher Ed Web Channels group.

- Collaborated with brand team, global marketing teams and global product to create new website, consolidating Higher Ed and North America websites while following new brand and using modern user experience methodology.

Senior Graphic Designer

2009 – 2011

Supported 6 channel websites for Pearson Learning Solutions and product and event websites.

- Led major rebrand of each website, contributing to consistent experience across Pearson's web estate.

Art Director

2007 – 2009

Printed collateral (brochures, data sheets and folders), web design and some video, mostly supporting trade shows and events.

- Earned Institutional Marketing MVP by leading launch of Pearson LearningStudio product at 2009 EDUCAUSE Conference in Denver, CO, including trade show displays, promotional videos and marketing materials.

RAYTHEON, Aurora, CO, Graphic Designer

ARAPAHOE COMMUNITY COLLEGE, Littleton, CO, Adjunct Instructor

FREELANCE, Denver, CO, Freelance Graphic Designer

RMI.NET, Denver, CO, Team Lead, Graphic Design

CUKJATI DESIGN, Colorado Springs, CO, Graphic Designer

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