Scott Salvatierra

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PROFESSIONAL SUMMARY

Freelance Product Designer with 3 years of experience creating intuitive and user-friendly designs for web and mobile platforms, and over 10 years of experience delivering high-quality design solutions across industries. Proven ability to enhance user experience and drive business growth through human-centered design principles. Skilled in rapidly prototyping low-fidelity to high-fidelity concepts and integrating AI technologies to enhance productivity, functionality, and user experience.

PROFESSIONAL EXPERIENCE

Product Designer   June 2021 - Present
Freelance & Contract | Remote
- Developed and showcased UX/ UI design concepts to four small businesses, including wireframes, high-fidelity mockups, and interactive prototypes.
- Increased the lead generation of small businesses by 20% and conversion rates by 15% by designing responsive websites using human-centered design principles.
- Enhanced project goal alignment by collaborating with stakeholders to define design requirements and project objectives.
- Enhanced design decisions by 25% by conducting user research and synthesizing insights, balancing user needs with business requirements.
- Created and maintained design systems ensuring scalability and consistency across multiple platforms.

Assistant Director of Marketing and Branding   Dec. 2019 - May 2020
Campus Ink | Champaign, IL
- Enhanced marketing automation efficiency by 50% and email marketing engagement by 20% through targeted marketing campaigns and user profiles using synthesized customer data (~8.3k emails) and Klaviyo.
- Boosted customer marketing reach by 40% and revenue by 25% by designing, marketing, and managing white-label brands including style guides, wireframes, mockups, websites, social media, and email content.
- Improved product launch efficiency by 15% by collaborating with student designers to ensure timely design and manufacturing of merchandise collections.

ENTREPRENEURIAL EXPERIENCE

Creative Director of Branding | Founder   Aug. 2017 - May 2022
Champaign's Finest | Champaign, IL
- Increased online/social engagement by 460% to over 8k followers and online store sessions by 112% (2019-2020) by improving the product experience through data-driven strategies.
- Grew conversion rates by 92% and average order values by 55% (2019-2020) by designing a conversion-oriented e-commerce experience across multiple platforms.
- Increased product diversity by 30% by developing over 100 products and concepts based on market research/ user feedback.

EDUCATION

University of Illinois Urbana-Champaign | Bachelor of Science in Media Studies
Coursera | Google UX Design Professional Certificate

SKILLS & INTERESTS

Design Tools: Figma, Framer, Adobe C Suite (Photoshop, Illustrator), Miro, Google Workspace, Relume, Hotjar
Methodologies: Design Thinking, Wireframing, Prototyping, Design Systems, User Personas, Usability Testing, Journey Mapping, Iterative Design, Competitive Analysis & Audit, Inclusive Design, Branding Systems, Opportunity Canvas, CMS
Languages: English (Native), Spanish (Proficient)
Interests: AI Tools, Wicked Problems | Branding, Merch Design, Pop Culture, BBQ, Scary Movies, Q4 Holidays