

Scott Jones

Senior Product Designer

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Senior Product Designer with 10+ years of experience crafting scalable digital experiences across mobile and web platforms. Proven track record leading end-to-end design initiatives for major brands like Meta, Netflix, and 1-800 Contacts. Adept at blending user research, interaction design, and cross-functional collaboration to solve complex problems and drive measurable results. Passionate about design systems, accessibility, and creating products that balance business goals with human needs.

Experience

Freelance Product Designer

July 2024–Present

Freelance

Portland, OR

- Partnered with startups and small businesses, including Ground and Dopamine, to define and build cohesive brand identities and foundational design systems.
- Developed visual guidelines to support consistent UI design, scalability, and cross-platform growth.
- Designed investor-facing pitch decks with a focus on UX clarity, brand alignment, and persuasive storytelling.
- Advised early-stage teams on product design strategy, brand positioning, and UX fundamentals.
- Delivered branded assets and responsive UI components, including logos, typography systems, and component libraries to support funding and launch goals.

Senior Product Designer

May 2021–July 2024

1-800 Contacts

Salt Lake City, UT

- Led end-to-end UX/UI design for a nationwide brand across web and mobile platforms, supporting diverse audiences externally and internally.
- Drove architectural design changes during a major iOS and Android app overhaul, improving navigation and performance. Lifted LTV 12% and grew revenue \$6M YoY.
- Established and implemented scalable brand standards and UI patterns aligned with an existing web design system to ensure consistency across touchpoints.
- Designed high-performing landing pages that increased conversion rates by 15% and supported marketing campaigns.
- Collaborated cross-functionally with product managers, engineers, and QA to ship accessible, pixel-perfect designs using agile sprints managed via Jira.

Product Designer

March 2017–December 2020

Underbelly Creative

Salt Lake City, UT

- Delivered UX/UI solutions for Meta and Netflix, including Messenger Kids, Facebook Surveys and Netflix Research.
- Shipped features for Messenger Kids (Meta) that increased daily active users from 100k to 300k.
- Designed and launched a 0→1 recruiting platform for Netflix to attract a broader talent pool.
- Redesigned Facebook's advertiser survey to ask one question at a time, lifting completion from 2.8% to 19%.
- Led user research, wireframing, prototyping, and usability testing to inform and validate design decisions.
- Partnered with cross-disciplinary teams to align design strategy with business and user goals across web and native mobile apps.

Brand Designer

November 2016–February 2017

Red Rider Creative

Provo, UT

- Designed and maintained brand identities for a wide range of clients, balancing user needs with strategic marketing goals.
- Created comprehensive visual systems including logos, identity guidelines, websites, and promotional materials to support brand recognition.

Education

Bachelor of Fine Arts, Graphic Design

Brigham Young University Idaho · 2010–2015

Associate in Arts

Johnson County Community College · 2007–2010

Skills

Core Skills

Design thinking, product strategy, design systems, prototyping, accessibility, cross-functional collaboration

Tools

Figma, Principle, Photoshop, After Effects, Jira