403-620-4959 • s.irwin@me.com • scottirwin.design

Scott Irwin

UX & Product Designer

I'm a senior designer with over 15 year's experience crafting engaging, user-centred digital products for brands such as Alberta Health Services, Fountain Tire, Bonavista Energy, TELUS Spark, and AGLC.

Work Experience

ZGM MODERN MARKETING PARTNERS
Product Design Director
Jan 2018 – Present
Calgary, AB

I ensure we're creating effective and purposeful experiences for our clients and their customers and users. I lead stakeholder interviews, ideation workshops, and user research efforts in collaboration with my team so that they have what they need to do their best work. I am also an active contributor on multiple design projects from prototyping to visual and motion design.

Initiatives and Highlights

- UX was struggling under the generalist marketing creative umbrella, so in spring of 2018 I led a campaign and succeeded in establishing our Product Design division. This gave the team more autonomy in setting our own practices, workflows, and positioning, and identifying the roles and skills needed to design better user experiences.

- Facilitated the adoption of a digital project management training program to help us in evolving our PM process. We are currently evaluating different Lean/Agile approaches to projects, as well as a number of other workflow optimizations.

- Introduced Figma as our primary UI tool on the product team and have recently disseminated it throughout the rest of the organization, which has greatly enhanced collaboration and developer handoff of component-based design systems.

Skillset

User Research
Personas & User/Job Stories
Journey Mapping
Stakeholder Presentations
Workshops & Ideation Sessions
Information Architecture
User Flows & Wireframes
Prototyping
Visual Design
Interaction Design
Motion Design
Usability Testing

Tools

Pen & Paper/Whiteboard & Marker
Figma
Sketch
Principle
Adobe Creative Cloud
Invision
UXpin
ProtoPie
Whimsical
Evernote

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Work Experience

ZGM MODERN MARKETING PARTNERS
User Experience Designer
Oct 2014 –Jan 2018
Calgary, AB

Responsible for requirements gathering, information architectures, wireframes, user flows, interaction and visual designs of websites and applications. I collaborated with other designers, writers, researchers, and developers as we worked to bring the collective vision to life.

Digital Designer/Art Director
Jan 2007 – Oct 2014
Calgary, AB

Concepting and designing UI, motion graphics, and Flash applications ranging from campaign microsites to large corporate websites.

SUPERIOR IMAGE COMMUNICATIONS
Designer
Sep 2005 – Dec 2006
Thunder Bay, Ont

Print and interactive design and development in a fast-paced agency setting, interfacing with clients, and art directing photo shoots.

REGENCY SERVICE MANAGEMENT
Designer & Developer (in-house)
Sep 2003 – Aug 2005
Thunder Bay, Ont

Responsible for all web design and front-end development for multiple restaurant properties.

NOOSPHERE DIGITAL
3D Designer & Animator
Jan 2002 – July 2002
Toronto, Ont

Internship turned full time job modelling, animating, and rendering 3D for broadcast and interactive applications.

Education

Multimedia Design (now Interactive Media Development)
Confederation College
1999 – 2002

Cooper Professional Education
Interaction Design
2016

Associations

Invision Design Leadership Forum Member

Interaction Design Foundation Local (Calgary) Group Member

Recognition

8 x Anvils
5 x Applied Arts
2 x Big Rock Eddies
2 x Webby Honorable Mentions
1 x FWA
1 x Adobe Site of the Day
1 x Awwwards Nominee