



SHAWN SCOTT • CREATIVE/EXPERIENCE DESIGN DIRECTOR

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EDUCATION

The Art Institute of Boston
at Lesley University
BFA Illustration

SKILLS

Total Brand & Experiential
Design

Consumer Journeys &
Behavioral Insight

Environmental, Digital &
Physical Experience
Integration

Creative & Design
Direction

Multidisciplinary Team
Leadership

Brand Systems & Scalable
Design Frameworks

Client Partnership &
Executive Presentation

Innovation, Trends &
Emerging Platforms

Creative Software

Adobe Creative Cloud
Figma

eMotion

Motion + Video (After
Effects, Premiere)

FEATURED CLIENTS

Disney
United Airlines
FedEx
Ally Bank
Chadwick's of Boston
Dannon

EXTRA INFO

When not working I paint,
go to shows, foster
children, and front an
active punk band

EXPERIENCE DESIGN LEADER

Experience Design executive with 20+ years creating immersive, multi-channel brand experiences across digital, physical, environmental, and campaign ecosystems. Known for translating consumer insight, behavior, and brand strategy into cohesive journeys that live across platforms and spaces. Proven leader of multidisciplinary teams delivering bold, scalable work for global brands including Disney, United Airlines, and FedEx. Adept at balancing strategy, craft, and execution in fast-moving agency and enterprise environments.

EXPERIENCE

UX/UI Design Manager / Optimum / Bethpage, NY

November 2020 - Present

- Lead experience design across consumer-facing digital platforms, shaping end-to-end customer journeys for over a million users.
- Define and steward a unified design system supporting digital, motion, and platform experiences, ensuring brand cohesion and scalability.
- Manage and mentor a distributed, multidisciplinary design team, fostering collaboration across UX, UI, motion, and visual design.
- Partner closely with product, engineering, marketing, and business leaders to align experience strategy with brand and customer goals.
- Present work to senior stakeholders, translating complex systems and experiences into clear, compelling narratives.

Associate Creative Director / thelab / New York, NY

December 2017 - October 2019

- Co-led multidisciplinary creative teams delivering immersive brand experiences for Disney Vacation Club.
- Led experiential thinking across rebranding of flagship DVC properties and creative direction for new resort launches.
- Oversaw 360 campaigns spanning digital, environmental storytelling, video, and branded content.
- Directed video shoots and post-production while collaborating with multiple partner agencies to ensure cohesive brand expression.
- Developed deep understanding of client brand, audience mindset, and competitive landscape to inform creative execution.

Associate Creative Director / Wunderman / New York, NY

June 2013 - September 2017

- Led creative and experience design for United Airlines, overseeing customer touchpoints across loyalty, digital, and social ecosystems.
- Reimagined the MileagePlus program experience, aligning brand, messaging, and customer engagement across platforms.
- Managed multidisciplinary teams both onshore and offshore, delivering high-volume, high-impact work under fast timelines.
- Developed social media tone of voice, experience frameworks, and playbooks across emerging platforms.
- Partnered with strategy and analytics teams to ensure experience design supported broader business objectives.

Sr Designer / Tank Design / Cambridge, MA

September 2006 - May 2013

- Designed large-scale digital experiences for fedex.com, including UX architecture, design systems, and component libraries.