

Steven Scarborough

UX Leader, Mentor, Collaborator.

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INDUSTRY WEST, REMOTE, 2020–22

Online retailer for designer furniture: industrywest.com

Remote Ecommerce Director 7/20 to 9/22

- Lead teams in a successful re-platforming from Magento to Shopify Plus during a complete rebrand, interface redesign, and tech-stack overhaul; on time and under budget
- Managed DNS and Domain Maintenance through GoDaddy portal
- Increased conversion rate by 49% and average order value by 62%

Interim Chief Marketing Officer 6/21 to 6/22

- Navigated iOS 14.5 privacy strategy by pivoting to zero and first-party data for use in internal, data-driven campaigns
- Recovered ad revenue from loss of Facebook pixel data with Google Ads
- Integrated third-party attribution tools and outbound email strategy

GULFSTREAM AEROSPACE, SAVANNAH, GA, 2016–20

Luxury business jet manufacturer: gulfstream.com

UX Manager 12/18 to 6/20

- Centralized UX methods, design systems, and Agile practices into an Enterprise framework for internal (non-UX) teams
- Created annual two-day internal UX Conference to accelerate design influence and advocate for UX; 100+ non-designers in attendance

Senior UX Designer 7/16 to 12/18

- Redesigned Gulfstream's premier pilot iPad app to calculate complicated takeoffs and landings
- Transformed an underutilized space into a collaborative room to host bi-weekly workshops educating and advocating for UX company-wide

SAVANNAH COLLEGE OF ART & DESIGN (SCAD), SAVANNAH, GA, 2013–15

A global leader in higher education for creative careers: scad.edu

Senior Director Interactive Services 5/15 to 10/15

- Launched SCAD.tv, a dedicated live-streaming website for all SCAD events and promotions, viewed worldwide during SCAD Fashion Show

Design Director Interactive Services 4/14 to 5/15

- Guided major redesign of scad.edu—recognized as a Webby Honoree in School and University Web Design category

UX Designer Interactive Services 2/13 to 4/14

- Overhauled admission process by streamlining and rebuilding the application process, increasing information requests by 200%

PREVIOUS AGENCY, STARTUP, AND CONTRACT WORK, 2006–18

Marketing Director, Creative Director, UX / UI Design

- Available via LinkedIn: [linkedin.com/in/sdscarborough/details/experience](https://www.linkedin.com/in/sdscarborough/details/experience)

Industry Knowledge

B2B and DTC

Conversion Rate Optimization

Abandoned Cart Recovery

A/B Testing

Search Engine Optimization (SEO)

Performance Marketing

Prototyping

Wireframing

Scrum / Agile Process

Design Systems

Tools & Technologies

Shopify, Magento, Google Ads,

Google Analytics, Google Optimize,

Figma, Northbeam, TripleWhale,

SEMrush, Klaviyo, Elevar, Nosto,

Lighthouse, Celigo, NetSuite, Office,

Visual Studio, GoDaddy, Datafeed

Watch, HotJar, UX Pin, Optimal

Workshop

Awards & Recognition

Gulfstream Leading Edge Graduate,

12 Gulfstream Performance Awards,

Two-time Webby Award Nominee

Development Languages

HTML, CSS, GIT

Portfolio

sdscarborough.com

My Creative Path

In my past life, I founded and toured with a band named Maserati. This taught me the importance of collaboration and team work.