# Steven Scarborough

UX Leader, Mentor, Collaborator

RELEVANT EXPERIENCE

## Ascension, Remote, 2023–present
*Leading non-profit and Catholic healthcare system in the US: ascension.org*

### Senior UX Digital Product Designer (Contract)  3/22 to present
- Assisting internal UX designers in preparing for an upcoming product launch through design-process development, prototyping, and UI Design

## 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 the 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 an 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 the School and University Web Design category

### UX Designer Interactive Services  2/13 to 4/14
- Overhauled the admission process by streamlining and rebuilding the application process, increasing information requests by 200%

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**Portfolio**
sdscarborough.com

**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, Certified Scrum Master

**Development Languages**
HTML, CSS, GIT

**My Creative Path**
In my past life, I founded and toured with a band named Maserati. This taught me the importance of collaboration and teamwork.