

Vanessa Scott

Senior UX & Product Designer

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Senior UX Designer with 20+ years spanning visual design and UX strategy. I translate complex business needs into clear, connected guest experiences and take projects from early concepts through high-fidelity, production-ready execution.

FOCUS

UX Strategy & Vision
User-Centered Design
Responsive Web Design
Accessible Design Practices
AI-Accelerated Design Process

TOOLS & PRACTICE

Wireframing & High-Fidelity Design
Interactive Prototypes
Scalable Design Systems
Figma & Adobe Creative Suite

— EXPERIENCE

Senior UX Designer | Lakeshore Learning Materials

MAR 2022 - JUN 2026

Played a key role in three major initiatives: a new Furniture shopping experience, a retail homepage redesign, and a mobile app. Designed new features and accessible page structures to improve product discoverability and guest engagement, supporting each initiative from concept through launch.

Collaborated across product, marketing, merchandising, e-commerce, and creative teams to align on journey mapping, service design, and customer needs, contributing to click-through rate increases of up to 15%.

Lead Visual Designer | Lakeshore Learning Materials

MAR 2021 - MAR 2022

Led visual design and creative direction for digital initiatives, bridging Design and UX teams and establishing shared design system standards that improved cross-channel consistency across 3 teams.

Senior Graphic Designer | Lakeshore Learning Materials

JUL 2014 - MAR 2021

Developed integrated, brand-aligned campaigns across web, email, social media, advertising, and promotional channels, supporting up to 7 major campaigns per year.

Senior Visual Designer, Contract | Strausberg Group

JAN 2014 - JUL 2014

Designed and produced digital and print projects for high-end clients, delivering 12 projects during the contract period.

Graphic Designer, Production Artist & Team Lead | Lakeshore Learning Materials

AUG 2006 - JAN 2013

Partnered with writers, photographers, marketers, and development teams, to carry projects from concept through final execution, ensuring accessibility and brand consistency across 5 channels.

Independent Senior Designer | Empower Design Agency

NOV 2001 - PRESENT

Sole designer and decision-maker for end-to-end web, digital, and print projects across a wide range of industries, including healthcare, tourism, retail, and entertainment, owning strategy, design, and execution from concept through delivery. Entertainment clients included Universal Studios, DreamWorks, and Illumination Entertainment.

— BACKGROUND

EDUCATION

B.A., Graphic Design
Minor in Digital Graphics
CSU Dominguez Hills

A.A., Graphic Design
El Camino College

Languages (Native or bilingual proficiency)
English
Portuguese