TOM SCOTTO

Boston, MA • 781-354-7520 • tjscotto@gmail.com • linkedin.com/in/tjscotto • tomscotto.com

Visionary Design, Research, and Technology Leader with a passion for People, Data, and Customer Value.
I have spent 15+ years building and leading collaborative teams that deliver value through data-driven decisions, strategic thinking, and innovative digital solutions - accomplished with an infectious sense of humor and dedication to fostering a vibrant inclusive culture.

SKILLS

• Cross-Functional Team Leadership • Strategic Planning • UX/UI • Customer Research • AI/Data Analytics
• Product Innovation • Information Architecture • Design Systems • Operations • Professional Development

PROFESSIONAL EXPERIENCE

UX Design Leader & Strategist • Tom Scotto, Boston, MA   01/2023 - Present

Providing product design, research, and operational leadership to help companies form genuine connections with their market and customers, laying the foundation for meaningful innovation. Simplifying complex processes and scaling integrated platforms for retail, education, finance, and health & fitness products.

Vice President - Customer Research & Information Design • Appfire, Burlington, MA   05/2022 - 01/2023

Strategic and operational leader responsible for vision, organizational alignment, budget, hiring, and promoting the value of the research practice throughout the company.

- Built the core research team and ResearchOps function conducting 5 product and market value studies providing direction on portfolio and acquisition strategy
- Optimized information structure and design to more effectively communicate research insights across the company
- Defined foundational research frameworks to increase efficiency and fostered partnerships and alignment for PLG
- Developed operating and finance models to minimize cost of internal and external market and product value studies

Executive Director - UX Strategy - Research & Design • CVS Health, Boston, MA   04/2020 - 02/2022

UX Strategy and innovation leader responsible for the enterprise design system and 6 departments (Aetna Health, Health Cloud, Enterprise Virtual Care, Attain, Medicare SBE, and Chronic Condition Management), providing direction for product design, research, content strategy, and accessibility.

- Built and lead the enterprise design system team, uniting CVS and Aetna Health brands, architecture and frameworks
- Partnered with Product, Engineer, Brand, and Client Architecture, and led the strategy for design system adoption
- Optimized organizational structure and delivery process to accelerate product and feature design & development

Head of Enterprise Product Design & Research • Wayfair, Boston, MA   11/2015 - 02/2020

Introduced and implemented Enterprise Product Design, Research, and Content Strategy at Wayfair and led a 60+ member team to drive a cohesive strategy and holistic experience across 100+ supplier and operational applications in 5 verticals.

- Built a new team, processes, and design system that accelerated the launch of over 40 applications
- Unified and optimized the Sales and Support platform increasing B2B and customer satisfaction
- Optimized Supplier experience increasing engagement and revenue, and reducing management overhead
- Redesigned the end-to-end supply chain platform, reducing bottlenecks and increasing product availability

Adjunct Professor - Digital Commerce & Analytics • Lasell University, Auburndale, MA   09/2018 - 12/2020

Introduced, developed, and taught a 400-level curriculum that blends quantitative and qualitative customer research, analytics, and strategy; empowering students to understand behaviors and measure trends, and outcomes that lead to successful design and business decisions.

- Member of the Lasell University Advisory Board

Director of Product Design - Education • Indoor Cycling Association, Eagle, CO   07/2013 - 11/2015

Responsible for product design, customer research, information architecture, and project management of ICA's mobile teaching application and website.

- Optimized content platform and strategy to increase contributor access and instructor engagement
- Designed marketing materials, clothing, and educational assets to promote the brand
- Industry master presenter and author of over 100 educational articles, webinars, videos, conferences, and 15 instructor workshops.

Director of Product Design - Education • Cycling Fusion, Pittsburgh, PA   10/2010 - 05/2013

Led customer research, information architecture, UX/UI design, and project management for the development of Cycling Fusion's Virtual Training Center, in-person workshops, and mobile teaching application.

- Redesigned the holistic educational platform, increasing course engagement and instructor certifications
- Developed and successfully implemented curriculum and testing requirements for 2 accredited certifications
- Lead presenter and coach for studio production, live broadcast, and on-location filming for virtual training media

Head of Service Product Design - Co-Founder • Product180, LLC, Waltham, MA   01/2006 - 12/2006

Led Service Product Design consultancy to demonstrate the tangible value of "the invisible" through customer research and measurable outcomes.

- Developed and implemented the Service Product Design Framework to increase profitability of contract and subscription renewals, improve operational effectiveness, and measure organizational health and compliance.

Head of UX Design & Research - Founder • eScotto.net, Inc., Boston, MA   1/2002 - 10/2006

Provided UX design & research leadership (strategy, personas, wireframes, prototypes, testing), UI design, information architecture, project management, development, and implementation of web-based business solutions for 80 clients.

- Developed CMS and ecommerce platform (.NET) to accelerate design, content publishing, and product sales
- Optimized Wordpress design template process to simplify custom implementation / e-commerce options

EDUCATION & CERTIFICATIONS

Bachelor of Arts - Commercial Arranging • Berklee College of Music, Boston, MA

Delphi Certified Innovation Professional • Delphi Institute, Boston, MA

Level II Cycling Coach • USA Cycling, Colorado Springs, CO

Master Indoor Cycling Coach - Presenter • Cycling Fusion, Pittsburgh, PA