

Scott Noblit

User Experience Leader

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profile

Scott Noblit is a user experience leader with 19 years of using customer insights, creative problem solving and an experimental mindset to create valuable digital products and experiences.

Experience

Director of User Experience *Gap Inc.*

San Francisco, CA Sep 2016–Present

Working with senior leadership for Gap Inc. and its individual brands to create a shared vision and experience strategy with a focus on creating differentiated experiences in the digital retail space centered around emerging user needs. Manage mobile, loyalty and innovation teams and work with cross functional teams to continually improve our processes.

Senior Interaction Designer *Gap Inc.*

San Francisco, CA Feb 2015–Sep 2016

Led the UX efforts of multiple projects for the new Gap Inc responsive platform. Worked extensively to educate the Gap Inc. brand creative teams on responsive design and collaborated with each team to develop their own system for creating responsive content. Brought new approaches to the UX team and the company as a whole on how designs are brought to life, including acting as a mentor for junior interaction designers. Introduced lean methodologies (including rapid prototyping) to create mobile-first versions of shopping bag and checkout as a member of a specialized “Speed to Value” team.

Lead Designer, OKCupid – DateHookup.com

New York, NY Dec 2013–Dec 2014

Led the redesign of DateHookup.com, which focused on transforming one of the largest free dating websites into a multi-platform communication tool for singles. Changed the information architecture, improved the interaction design and visual design for users across desktop, phone and tablet. Results included a messaging increase of 72% on desktop and 88% on mobile while doubling time spent on the platform overall.

Principal, Interaction Designer, The ACTIVE Network – WannaDo.com

New York, NY Apr 2012 –Dec 2013

Worked with general manager and product team to create WannaDo.com, a new business for ACTIVE Network. WannaDo.com is a social ticket buying experience for consumers and a self-service ticketing platform for organizers. Responsibilities include interaction design, information architecture, research and strategy for both the website and mobile experiences for consumer and organizer.

Director, User Experience, Gilt Groupe, Inc

New York, NY Jan 2011–Apr 2012

Led the user experience efforts for e-commerce innovator Gilt Groupe including a redesign of Gilt.com and the unification of Gilt’s business units. Successes include: increases in visit conversion, cross shopping, member-to-new customer conversion and overall customer satisfaction. Managed multi discipline team including designers, taxonomists, and researchers.

Director, User Experience, Scripps Networks

New York, NY Jun 2010–Jan 2011

Defined the experience strategy and design of the digital properties for Scripps Networks Interactive including FoodNetwork.com and HGTV.com. Worked with stakeholders to gather requirements and presented concepts to senior executives.

- **Cookingchanneltv.com** – Led internal and external teams to deliver the website in two-and-half months with focus on business needs and user goals. Within the first 2 months the website reached a half million unique visitors per month, with an average of ten pages per visit.
- **Mobile** – Led effort to extend Scripps Networks' lifestyle brands into mobile platforms, including iPhone and iPad, to reach consumers with unique experiences for those devices.

User Experience Consultant, Monster Worldwide, Inc.

Cambridge, MA Jun 2010–Aug 2010

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Contracted by Monster to design their first iPad app. Produced and presented wireframes for interaction design based on Monster's current data structure and user needs.

Manager, User Experience, Scripps Networks

New York, NY Oct 2009–Jun 2010

Assumed leadership role of user experience group, with primary focus on site enhancements, site redesigns, video distribution and interactive media presentations such as photo galleries.

- **Video** – Designed Scripps Network's proprietary video player, including a interactive player for consuming instructional content and a video library solution. This video library led to a 30% increase in viewing time.
- **Photo Galleries** – Improved usability of photo galleries by advocating new technologies and improving the user interface. New photo gallery design has outperformed the former design by 300% more photos viewed.
- **Food.com** – Redesigned the Internet's largest recipe database with over 420,000 user-generated recipes and increased traffic to site via SEO, improved recipe searching and overall site usability.

User Experience Consultant, THX, Ltd.

San Rafael, CA Aug 2009 – Jan 2010

Consulted with George Lucas' THX Ltd. to redesign their website experience. Met aggressive timeline for relaunch of THX.com with small team of designers and engineers. Leading the user experience efforts, I led client workshops, developed the information architecture based on personas and presented concepts to the clients. The finished product included improvements in IA, SEO, front-end engineering and new CMS.

Senior UX Practitioner, Scripps Networks

Knoxville, TN Jul 2000 – Oct 2009

Transformed the interactive properties for Scripps Networks from media-centric properties to interactive businesses.

- **Design System** – Part of team that created global design system for all properties to allow for rapid iteration that evolved based on business needs.
- **HGTV.com** – Redesigned HGTV.com based on user research, growing business needs and new trends in technology.
- **DIYNetwork.com** – Redesigned DIYNetwork.com. Conducted ethnographic research, created information architecture, interaction design and visual design.

Education

University of Tennessee — BFA in Graphic Design, 2000 *summa cum laude*

Skills

Interaction design, information architecture, visual design, art direction, user research, typography, graphic design, presentation & facilitation

References

Available upon request