**Scott T. Banks**

*User Experience Designer*

Decatur, GA, 30033 | Email: scott.banks465@gmail.com | [LinkedIn](https://www.linkedin.com/in/scottbanks1/)

**Summary:** User Experience Designer with ~2 years of experience in UX and extensive background in IT Recruiting. Seeking a position where I can advocate for Human-Centered Design, collaborate with cross-functional teams, and solve business problems by building great products.

**Skills Summary**

* User Research
* Research Ops
* Contextual Inquiry
* User Interviews
* Card Sorts
* Surveys
* Personas
* Journey Mapping
* Sketching
* Ideation
* Visual Design
* OOUX
* Branding
* Copywriting
* Information Architecture
* Prototyping
* Interaction Design

**Tools:** Figma, Mural, Optimal Sort, UXOps, Otter.ai, Contentful CMS, Hubspot CRM, Sizzy, HotJar, SEMRush, ahrefs, JIRA, Trello, Monday.com, Asana, Office 365 (Word, Excel, Outlook, PowerPoint), Adobe Premiere Pro, Affinity Designer, Applicant Tracking Systems (ATS) (COMPAS, Bullhorn, Salesforce)

**Professional Experience**

**STAND 8 IT Services**, Atlanta GA                                 **May 2020 - Present**

*UX Designer*

* Working with a team to redesign STAND 8's website, marketing content, and sales material.
* Team includes 3 copywriters, 2 developers, 1 visual designer, and a product manager.
* Advocating for Design Thinking and Human-Centered Design via User Research & Synthesis, Problem Definition, Ideation, Prototyping, Testing, and Implementation.
* **User Research:** Generative Research & Contextual Inquiry; Interviewed IT Managers, Directors, and VP's to understand their mental models and experiences in IT vendor selection.
* Conducted Card Sorts with Optimal Sort & UX Ops to validate information architecture.
* Analyzed client testimonials and affinity mapped core themes and areas of opportunity.
* Created User Personas and User Journeys for common use cases.
* **Landscape Analysis:** Analyzed competitors' websites in regard to structure, organization, and content.
* **Ideation:** Collaborated with team to define Information Architecture, Navigation, Page Layouts, Interactions, and Content Strategy.
* Created sketches, wireframes, and content models for potential designs.
* **Prototyping:** Designed high fidelity prototypes, micro interactions, and content models inFigma.
* Collaborated with developers on design specs, feasibility, integrations, and interactions.
* Worked with Contentful CMS to enter content and update content model.
* **Testing:** Reviewed web pages and recommended changes with Sizzy responsive web tool.
* Reviewed page visits in HotJar and redesigned elements to improve user experience.
* Conducted full Accessibility audit of STAND.io and recommended changes.
* Developing design documents for all interactions, visual design, and typography.
* **Marketing:** Designing Landing Pages, CTA’s, and Email Automation Workflows in HubSpot.

**Interaction Design Foundation** *(IDF)*, Atlanta GA                               **Feb 2020 – May 2020**

*UX Bootcamp*

* Completed 3-month Bootcamp in User Experience (UX) Design.
* Worked with a mentor through the different phases of the Design Thinking Process; empathize, define, ideate, prototype, test.
* Completed 2 case studies for eCommerce websites.
* Courses & Curriculum included Design Thinking, Design Sprints, User Research (Interviews/Personas), Prototyping (sketches/wireframes/user flows), Interaction Design (IxD), UI/Visual Design, and Testing.

**Ledgent Technologies**, Atlanta GA                                 **Jan 2019 – Feb 2020**

*Senior Technical Recruiter*

* As a Senior Technical Recruiter worked with the team to build a new branch of the company in Atlanta.
* Worked with clients in business verticals including eCommerce, Media, Legal, Healthcare, and Finance.
* Collaborated with Sales team to identify business leads and opportunities for hiring.
* Used job sites to identify & engage candidates; LinkedIn Recruiter, Facebook, CareerBuilder, Monster, and Dice.
* Interviewed ~30+ candidates/week in regard to technical skill, career goals, compensation, and cultural fit.
* Tracked metrics for calls, connections, submissions, and placements in Salesforce.
* Assisted candidates through the interview process; coordinating logistics, addressing concerns, negotiating compensation, extending offers, and closing.
* Built relationships with hiring partners to refine job requirements and deliver high quality candidates.

**Talent & Acquisition LLC**, Atlanta GA                                 **July 2012 – Jan 2019**

*Lead Technical Recruiter*

* As Lead Technical Recruiter worked with team to source, interview, and place candidates with Fortune 200 clients. Business verticals include Broadcast & Interactive Media, Reinsurance, Healthcare, and Finance.
* Collaborated with team to develop search strategies and establish clear team communication.
* Leveraged job sites and social networks to identify and engage potential candidates; LinkedIn Recruiter, Facebook, CareerBuilder, Monster, Dice, Indeed, Twitter, Meetup, Github, and StackOverflow.
* Qualified candidates in regard to technical skill, career goals, compensation, and cultural fit.
* Tracked metrics in Excel and COMPAS for daily calls, connections, submissions, and placements.
* Assisted candidates through the interview process; coordinating logistics, addressing concerns, negotiating compensation, extending offers, and closing.
* Built relationships with hiring managers to refine job requirements in an iterative manner and consistently deliver high quality candidates under tight deadlines.
* Attended user group meetings to establish the TA brand in Atlanta and build pipeline of candidates.
* **Center of Excellence:** Primary recruiter with company’s largest Broadcast Media client. Partnered with internal HR to complete multi-year staffing initiative.
* Worked with Managers and Technical Leads to gain deep understanding of their team needs.
* Defined requirements, reviewed job postings, coordinated interviews, and on-boarded candidates in BrassRing.
* Placed 70+ technical personnel over a 3-year period. Positions included Directors, Managers, Software Developers, QA’s, BA’s, Infrastructure Engineers, Database Admins, Big Data, BI, Service Desk, and Project Managers.
* Developed expertise in recruiting .Net Developers for enterprise client-server and web applications specific to media domain. Applications included Ad Sales Traffic, Media Asset Mgmt., and Local Sales & Media.

**Education & Certifications**

**University of North Carolina**, Chapel Hill, NC   **Aug 2010**

Bachelor of Arts*,* Communications: Media Production

*Graduated with Distinction*

**Certifications**

**Interaction Design Foundation (IDF)**

UX Design Bootcamp, *March 2020*

Human-Computer Interaction (HCI), *Jan 2021*

UI Patterns for Successful Software, *April 2021*

**IDEO U + IDEO.org**

Introduction to Human-Centered Design, *Jun 2020*

Hello Design Thinking, *April 2020*

**IBM**

Enterprise Design Thinking Practitioner*, Feb 2020*