

Scott Allen

UX & PRODUCT DESIGN LEADER

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SUMMARY

A visionary leader with more than 15 years experience in Creative, UX, and Product Design. With a background across B2B and B2C product companies and agencies, I have successfully executed innovative global marketing campaigns, instituted visual identity systems, and created cutting-edge user experiences across web and mobile.

Work Experience

Design Director

Allen UX & Design | Chicago, IL | Feb 2024 - Present

- Consulting and supporting nonprofit organizations (United Way, CultureALL, and more) in the midwest with marketing, design, strategy, and communication efforts.

Director of User Experience (UX)

Corteva Agriscience | Johnston, IA | Aug 2019 - Dec 2023

- As the Director of UX for Corteva (DowDupont), I established the UX Center of Excellence (CoE), user experience standards and best practices, user research methods and tools, design thinking strategies, and cross-functional processes with engineering, QA, business analysts, and third-party vendors.
- Directed an inclusive user experience team of over 30 internal skilled designers, researchers, and strategists, as well as 50+ external global vendor team members, fostering a multi-disciplinary and multicultural effort to drive innovative outcomes and improved customer engagement.
- Designed and implemented the design system to be used across the large portfolio of products, ultimately reducing production costs by more than \$500k annually, and recognized a considerable reduction in product development timelines.
- Collaborated with other senior leadership and global product owners to define business objectives, resulting in bringing product discovery and user testing in-house to avoiding costly projects with vendors, saving \$5 million over 4 years.
- Spearheaded the successful and innovative Pioneer Seeds e-commerce portal from discovery/concept to launch. Leading the industry as the first agriculture seed company to provide sales direct-to-consumer.
- Led a cross-functional team in the user research, product design, and launch (O-1) of the Pioneer native mobile sales tool that allowed the organization to sunset 10 legacy products and save \$10 million in annual product maintenance.
- Educated the organization on integrating Generative AI tools across text, code, and images - decreasing media budgets by \$50-100k annually, and development timelines by 10%. Developed risk assessments, implementation plans, and learning management modules.

Chief Experience Officer

Monkeyfoot Interactive | Des Moines, IA | May 2008 - Sep 2019

- As the CXO, I led the charge in setting the design process, product offerings, and overseeing executive account management and product management for international Fortune clients.
- Developed and implemented SEO strategies and marketing campaigns for clients, resulting in top 3 organic search placement for critical keywords and phrases, leading to substantial reduction in CPAs and increase in user acquisition and engagement.
- Collaborated with sales and marketing teams at SPEED Channel to ensure seamless integration with the overall visual experience and motion elements of new online advertising tools, contributing to the successful merger with Fox Sports' online network.

Head of Creative & UX - Consultant

Schneider Electric | Paris, Île-de-France, France | Jun 2011 - Aug 2019

Led product design and user experience efforts across the global Partner Portal and Energy Management enterprise software solutions.

- Designed, marketed, and contributed to the product strategy for the development of the energy management and sustainability services application, Resource Advisor (SaaS), from initial revenue of less than \$15 million annually to more than \$1 billion.
- Contributed to the hiring, training, and managing of a cross-functional team tasked with designing a digital partner portal using Salesforce Lightning. Achieved an increase in user accessibility and efficiency by implementing a standardized UI and ensured compliance with GDPR.
- Collaborated with regional leads to consolidate multiple worldwide partner portal instances into a unified platform with an effective interface design and centralized identity management system.
- Created and oversaw the distribution of comprehensive print/PDF/web style guides and design systems for the brand, encompassing identity, digital products, packaging, email marketing, web specifications/guidelines, and sales/partner communications.

VP of Creative Services

MindComet Corp | Orlando, FL | Jul 2003 - May 2008

- Demonstrated ability to oversee multiple projects simultaneously, while directing the agency's production team encompassing design, development, multimedia, and marcom, resulting in successful products and campaigns for brands such as Disney, ADT, Tyco, NHL, Maersk/APM Terminals, Electronic Arts, Warner Bros, Armstrong, Heineken, and Coca Cola.
- Established agency-wide best practices and quality metrics for design, development, and email marketing, ensuring the successful delivery and profitability of every project.
- Designed and delivered email marketing strategy and campaigns for Disney to increase applications for the Disney College and International programs while reducing cost. Successfully exceeded all quantitative targeted metrics by as much as 300%.
- Successfully united 84 individual global brands for Tyco Fire & Security's global website relaunch, and created standardized internal and external communication strategies and processes.
- Partnered with APM Terminals to develop a web-based supply chain interface for tracking containers and global shipping, resulting in measurable efficiency and productivity improvements for the organization.

Creative Director

IGN Entertainment (ign.com) | San Francisco, CA | Jun 1997 - Jul 2003

- As a founding employee and a key player in executive management at IGN, a powerhouse in video game reviews and online content, I held a pivotal role in creating the company's brand, style guides, and creative direction.
- Led recruitment, coaching, and training for the creative team responsible for developing branding, interfaces, editorial graphics, and advertising for 50 channels, resulting in a significant increase in viewer engagement.
- Spearheaded the strategy, design, and development of online marketing campaigns for top brands such as Visa, HBO, Heineken, Reebok, Activision, Ford, Nike, and Universal, that directly contributed to the substantial revenue success of the company, leading to a successful IPO.
- Collaborated with the Interactive Advertising Bureau (IAB) to define new online advertising standards that fundamentally changed revenue streams for online editorial organizations.
- Ensured consistent brand alignment and maintenance across all internal and external web properties, as well as physical game packaging distributed by publishing partners.

** Also played Goofy at Disney World and have an aggressive fear of spiders, but neither are really relevant here.*

SKILLS

User Experience Design	User Research	User-centered Design	Product Design	Graphic Design	
Leadership	Team Management	Creative Direction	Product Lifecycle	Storytelling	
Digital Strategy	Business Metrics	Budgeting	Agile Methods	Adobe Creative Suite	Sketch/Figma
Communication	Innovation	Inclusion	Critical Thinking	Goal Oriented	Coaching & Mentorship

EDUCATION

Florida State University

Bachelor of Science | Studio Art | Tallahassee, FL | Aug 1994 - Dec 1996

Polk State College

Associate of Arts | General Studies | Winter Haven, FL | Aug 1991 - Jun 1994

Volunteering

Creative Consultant

CultureALL | Dec 2023 - Present

Providing pro bono creative and marketing services to help locate and train new ambassadors to represent their culture in classrooms and companies across the midwest.

Strategic Communications Committee Member

United Way of Central Iowa | Sep 2018 - Present

Contributing marketing expertise as a Strategic Communications Committee Member to drive successful community initiatives, enhance brand awareness, and drive growth in donations for the organization.

Marketing Consultant

Thriving Families Alliance | May 2020 - Oct 2022

Provided pro bono design and marketing services, resulting in an increase in client retention and a growth in community engagement.