Scott Nazarian

Cross-functional Design & Business Leadership

Experience Ecosystems, Strategy & Craft: I help businesses realize a holistic products and services ecosystem perspective, from research-based identification of strategic requirements and generative concepts to cohesive audience experiences and interactions. On the line or in the board room, design capabilities integration, cross-functional teaming, and facilitating dynamic workshop environments are key components of practice.

Key organizations: frog design, Microsoft, McKinsey, Meta, & Expedia Group

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EXPERIENCE

Principal Experience Designer
Jun 2022 - Sep 2023
Expedia Group | Seattle, WA

"Travel is a force for good." Focused on improving Traveler guidance and engagement throughout the Expedia Marketplace, my role as an individual contributor Principal encompasses both discipline leadership and design practice mentorship.

Research Design Strategy Lead
Aug 2021 - Jun 2022
Meta, Reality Labs Research | Seattle, WA

RL-R is dedicated to the discovery and invention of extended reality technologies that will provide the critical foundation for next gen communications. My role in the labs was focused on optimizing design program interdependencies to ensure clear line of purpose between research and implementation stakeholders.

Independent Practice: Ground State
Jul 2020 - Present
Self Employed | Seattle, WA

I partner with businesses to define design approaches and outcomes, from concept to playbook. As an independent design practice, groundstate promotes a comprehensive perspective on product, service and organizational systems. Primary contract engagements included:
- Phenomenon (agency): Live Nation / Jul - Nov 2020
- Matale Line (agency): State of WA, DOH / Nov 2020 - Aug 2021

Writing & Family Sabbatical
Mar 2020 - Jul 2020
Seattle, WA / Savannah, GA

Design practice reflections & recovery; family & elder care; career planning.

Experience Design Director
Jun 2017 – Mar 2020
McKinsey Digital

McKinsey Digital drives transformation and builds businesses by bringing together the capabilities needed to help organizations grow and thrive in the digital age. I worked closely with executive teams in the agriculture, healthcare, and finance sectors to promote and integrate design capabilities, staffing, and team management.

Principal Creative Director
Oct 2015 – Mar 2017
Microsoft | Windows Experiences Group

The Windows Next Group sponsored initiatives that drove the evolution of Microsoft hardware and software platforms.
I managed and mentored a multidisciplinary team in concert with Dev and PM leads to create a consumer-facing 3D capture application. I also facilitated cross-team collaboration around other new product incubation, cultivating both organizational and external partnerships.

PRACTICE EXPERTISE

Interaction design (patents held), information architecture, art direction, composition & production, Design operations and multidisciplinary team management, career development and team/concept facilitation

SELECT CLIENTS

Meta, NASA, PWC, Cummins, Microsoft, Nutrien, Computer Associates, Intel, Samsung, HP, Blue Cross/Blue Shield, Wells Fargo, Adobe, Target, PWC, the Federal Reserve, and Smart Cities initiatives for both the Ford & Rockefeller Foundations

SKILLS

Systems Thinking
Workshop Design + Facilitation
Presentation + Pitch Design
Visual Design Composition
Community Partnerships
Public Speaking
Creative Writing
Stakeholder/Client Engagement
Diversity, Equity & Inclusion
Event Design + Management
Culture + Operations
Talent Pipeline Development

EDUCATION

Art Center College of Design
MFA, Design
2005

University of Southern California
BA, Philosophy

Design Leadership Roles
frog   Jul 2006 – Oct 2015

Executive Creative Director
I was responsible for the studio business's growth and development and a local
team of twenty designers (5 direct reports). I drove key portfolio initiatives,
managed project teams across an eight studio, multidisciplinary network (3 direct
reports), and created partnerships across design and business communities
regionally and internationally.

Creative Director
I had simultaneous oversight across multiple design teams and engaged in both
client and internal initiatives, serving as manager (3 direct reports), mentor, and
individual contributor. My sector focus was primarily enterprise software, cultivating
three long term clients.

Principal Designer
I defined this role upon my arrival at the firm and acted as the primary domain lead
and individual contributor for interaction design. I helped shape critical
approaches and methods for human-computer interaction in entertainment and
information visualization and generated patent IP for clients.

Executive Producer
IXD19 Conference   Oct 2017 – Feb 2019

The Interaction Design Association (IxDA) is a member-supported organization
dedicated to the discipline of interaction design.
I led the local IxDA chapter to pitch and win the international IXD19 conference bid
and managed regional and international teams to produce the 2000+ attendee,
five-day event.

Adjunct Professor / Graduate Design Program
California College of the Arts   Jan 2007 – Jan 2010

The CCA MFA program combines critical design conversations with
cross-disciplinary studio work and speculative design thinking.
I helped evolve the existing interaction design curriculum with other core faculty
and developed a unique product experience curriculum, instructing two full-year
graduating classes (24+ students). I also developed corporate sponsorship (Intel)
across three graduate project initiatives.

Principal, Owner & Partner
AUX   Sept 2008 – Sept 2009

AUX was a San Francisco-based, independent design studio serving clients in the
medical and integrated technologies sectors.
I co-founded the LLC and led operations, new business development, design
direction, and strategy with three employees and a contract-based staff.

Principal Researcher
Sun Microsystems Labs   May 2005 – Jul 2006

Sun Labs was established to explore new technologies across the spectrum of
human-computer interaction, hardware, and software.
Under Dr. Brenda Laurel's leadership, I was the collaborative design lead and user
experience researcher within hardware and user interface teams. Initiatives
included new set-top device development and several NSF funded projects for
which I created patent IP.

VOLUNTEER

TUMO Media Arts Instructor
Yerevan, Armenia   Summer 2019

President / Board Member
Seattle IXDA   Aug 2015 – 16

INTERESTS

Professional: Futurism, underserved
populations, XR design, machine
learning, environmental technolo-
gies, urban planning, educational
systems

Personal: Travel, telemark skiing,
gardening, cuisine, science fiction,
cinema, volunteerism