



Scott Jamieson

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Lead Product Designer

Street Context • Oct 2023 - Present • 3 yrs

- Led the 0-to-1 design of a new flagship product that drove a 130M acquisition.
- Uncovered product-market fit through CEO collaboration, competitive analysis, user research, and feedback loops.
- Championed a culture of human-centred design thinking across teams and leadership.
- Partnered with executives, PMs, and engineering leads to define product vision, roadmaps, and design principles.
- Managed and mentored a team of 3 product designers, establishing a clear career progression framework to foster growth and strengthen retention.
- Generated \$570k in ARR by architecting and facilitating the rollout of a scalable WCAG compliant design system.
- Facilitated design sprints and co-creation workshops to align teams, define KPIs, and accelerate product decisions.
- Synthesized user insights and product analytics to inform strategy and prioritize opportunities.
- Evangelized AI design tools to boost velocity, streamline collaboration, and improve cross-team clarity.

Sr. Product Designer

Alcumus • Mar 2021 - Oct 2023 • 2 yrs 8 mos

- Drove end-to-end design initiatives from discovery through implementation, delivering user-centered solutions that advanced product and business goals.
- Led a high impact design initiative that revealed and prompted the company to sell part of the business and transition 300+ employees to a new organization.
- Facilitated ideation and co-creation workshops with product and engineering teams to generate solutions and align on design direction.
- Produced high-fidelity mockups and interactive prototypes to visualize concepts and strengthen cross-team clarity.
- Conducted moderated and unmoderated usability testing to validate user flows, uncover friction points, and refine interaction patterns.
- Developed and maintained user personas, empathy maps, and journey maps to translate research insights into actionable design strategies.
- Managed and mentored design co-op students, expanding team capacity and developing emerging design talent.
- Led organization-wide “lunch and learn” sessions to share best practices and elevate design literacy across disciplines.

Product Designer

Tier1 Financial Solutions • Oct 2018 - Mar 2021 • 2 yrs 6 mos

- Led end-to-end design initiatives for Tier1 Events
- Reduced YoY churn by 41% and support tickets by 57% by reimagining and streamlining a mission-critical workflow.
- Collaborated cross-functionally with developers, product managers, and executives to conduct research, align on priorities, and ensure timely, high-quality product releases.
- Facilitated client feedback sessions and translated insights into actionable design improvements.
- Developed and maintained design artifacts to inform product strategy and champion user-centric design across departments and teams.
- Produced low and high-fidelity prototypes to visualize concepts and accelerate stakeholder alignment.
- Assisted in deploying a new Design System across the product suite, ensuring consistency and WCAG 2.0 AA compliance.
- Planned and tracked design work to improve visibility, velocity, and alignment within agile development cycles.

Jr. UX Designer

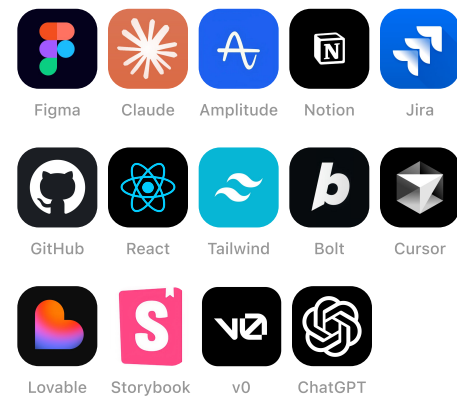
The Add Life • Apr 2018 - Sep 2018 • 6 mos

- Designed and supported development of a nutritional software platform for dieticians and clients.
- Conducted user research through interviews and questionnaires to identify user needs and inform design decisions.
- Helped define product requirements based on research findings to support alignment between design and business objectives.
- Created user personas, empathy maps, and value proposition canvases to build a shared understanding of user needs across the business.
- Designed low and high-fidelity mockups, clickable prototypes, and workflow diagrams using Sketch, InVision, and LucidChart.
- Assisted with front-end development, writing HTML5 and CSS3 for the Alpha desktop version using Sublime Text.
- Conducted usability testing to evaluate user behaviour and recommend design improvements.

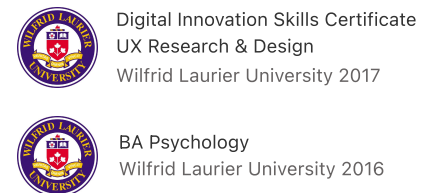
Areas of Expertise:



Toolbox:



Education:



Let's connect on LinkedIn!

