

# Skot Kremen

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## Profile

With more than 20 years of experience, my goal is to improve user experience in a way that makes a tangible difference to key performance indicators. Whether I am leading a company-wide process overhaul or adjusting the finer points of a Web site to improve user experience, I am always guided by research.

## Experience

### **User Experience Lead, Head of User Experience Guidemark Health: 2020-Present**

At Guidemark Health, I've implemented a full-scale digital strategy process which will take each project from its inception through delivery. This new digital strategy process involves user experience, digital design, search engine optimization, social listening and an adherence to pharmaceutical regulatory best practices and legal adherence. This new process has led to innovation across the agency, which improves client relations as well as new software implementations across an expanding online delivery landscape during the Covid-19 crisis.

### **UX/UI Manager, Brother International: 2019**

Prior to my arrival, Brother did not have a system in place for building online content, yet the company needed to introduce a new, story-driven e-commerce solution. I adapted process for content strategy used in ad agencies to create a system that would work for Brother. As a result, wait times for deliverables were reduced by 20 percent. Additionally, projects were developed without a user-experience phase in the design process before I came on board. I implemented a new design process that involved heuristic research and brought user testing in house, and created a UX pattern and design library to streamline the design process.

On a day-to-day basis, I direct a team of UX and UI designers. I'm also tasked with expanding the utility of designing an internal user-testing process as well as evangelizing and expanding the visibility of UX / UI within the company.

### **User Experience Lead, Educational Testing Service: 2018**

By introducing heuristic research methods, I enabled the user experience team at ETS to propose better informed, human-centered design solutions. These solutions, which are currently being implemented, and will allow test takers with disabilities to get much-needed accommodations. It will also greatly reduce the number of lawsuits ETS receives each year for failing to meet the legal standards for providing such accommodations, ultimately saving the company hundreds of thousands of dollars. My role at ETS also involved leading the persona development team for Winsight, a K-12 assessment program. The improved personas enabled

the data team to design rubrics that more accurately reflected the skills of the learners. Past rubrics were based on faulty assumptions that led to the majority of students categorized incorrectly. Once the new rubrics were implemented the number flipped, with the majority of students correctly categorized.

**VP, Director of User Experience, Ogilvy Commonwealth: 2014-2017**

**User Experience Lead, Ogilvy Commonwealth: 2011-2014**

When I came to Ogilvy Commonwealth, there was no user experience process. Without information architecture, content was difficult to navigate. The bounce rates were often more than 60 percent. To solve this problem, I began by taking stock of the existing workflow and then created more efficient and strategic processes that prioritized user-centric design. In particular, I separated user experience from creative and brought user-testing in-house. The latter saved the company roughly \$250,000 over the seven years I was there. Collectively, these changes also resulted in better designed sites and reduced bounce rates by 20 percent on average. I also guided a multi-disciplinary team to implement new engagement models involving the company's expansion into social media, voice technology, podcasting, interactive television and geo-location based advertising.

**Senior User Experience, MRM/MCANN Worldwide: 2010-2011**

In order to measure engagement in a CRM system, I built a behavior-based email marketing program that dynamically generated modular responses. This allowed us to measure engagement and tailor content to increase that engagement. Broadly speaking, I created the user experience strategy, digital eco-system design and UX deliverables for various high-level clients in the pharmaceutical, education and commercial sectors. This required interpreting user research, constructing UX documentation, creating functional specifications, and social media content calendar-design. I worked closely with the creative, editorial, media and technology teams to conceive and create innovative experience design solutions for our clients. I was also responsible for the creation of the documentation to support those solutions, including briefs, storyboards and wireframes.

**Director of User Experience, Performance Media: 2010**

From a high-level view, I oversaw the UX and UI for their entire travel site, including social media, B2B e-commerce, news and streaming media, working closely with the company's editorial and design teams. When the company's affiliate marketers struggled to market themselves online, I developed a CMS so that they could easily improve their online presence using the company's subscription-based tools. I also redesigned Travel Pulse, a news service that is used by 90 percent of all travel agents in America.

**Creative Director, Bookswim: 2009**

At Bookswim, oversaw and managed the creative process of a complete redesign the company's identity. This involved building a timetable and schedule for creative process, managing a team of creative professionals. My other duties included high-level graphic design, user-interface design and usability testing.

## **Education**

Art Institute of Pittsburgh, Graphic Design – B.S. 2011  
Berklee College of Music, Music Synthesis - 1994-1997  
Northeastern University, Psychology & Philosophy – 1992-1994

## **Skills**

Adobe Creative Cloud, Microsoft Office, Bias Peak, Axure Pro, AVID Pro-Tools, Final Cut Pro, Apple Logic, Ableton Live, Propellerhead Reason, Microsoft Office, Omnigraffle, Sketch, Invision

## **Awards & Honors**

- C/NET, Site of the week
- New Jersey Department of Education, Award for design excellence
- Computer Law Association, Web Award
- New England Web Design, Best Design (Award Nominee) - Neiman Marcus • -MIMIC, Best Self Promotion – Gravy Design
- RX Club Awards of Excellence – Forum Pharmaceuticals, At the Core of HCV Research & Astra Zeneca: Onglyza & ChallengeSarcoma.com
- North American Burke Award – Zap Portal: Johnson & Johnson
- American Web Design Awards – 2014 Ogilvy Healthworld Holiday Card
- Guest Lecturer – Gerogian Court University, Digital Design and Agency Practice -Conference Presenter / Panelist – Why Design Matters Conference
- Guest Lecturer – Rutgers University, Interaction Design and Content Strategy -W3 Award: Silver - Janssen Biotech – Challenge Sarcoma – User Experience
- PM360 Trailblazer Awards: Gold - Consumer Website / Online Initiative: Gold Winner, Apoquel