

# SCOTT MAYER

HEAD OF PRODUCT DESIGN | PRODUCT INNOVATION | HUMAN-CENTERED DESIGN | TEAM DEVELOPMENT

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**SHAPING WORLD-CLASS ENTERPRISE B2B SAAS SOLUTIONS THROUGH HUMAN-CENTERED DESIGN**, optimizing adoption, engagement, and revenue growth across industries. Over two decades of experience leading product design and UX strategy for high-impact platforms, including overseeing \$20M+ government contracts, scaling B2C marketplaces to \$1M in revenue within six months, and driving adoption for SaaS platforms used by 30+ manufacturers. Champion of design thinking and continuous discovery, skilled in synthesizing customer feedback and aligning design, engineering, and market demands. Extensive expertise spanning government agencies, data mining, food delivery, retail, manufacturing, health care, education, and fintech, with deep experience collaborating with private equity firms and venture capitalists to drive market expansion.

## EXPERTISE

Human-Centered Design	B2B & B2C E-Commerce	Visual Storytelling	Product Launch Strategies
Omni-Channel SaaS	Digital Transformation	Agile Process	Beta Testing
Team Development	Organizational Branding	Design Systems	Stakeholder Management
Qualitative Research	Cross-Functional Collaboration	Design Evangelist	Mapping Customer Journey

## EXPERIENCE

**ANDMORE LLC, Juno Beach, FL | June 2022 – Present**

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### VICE PRESIDENT of EXPERIENCE

Leading design and execution of digital platforms, mobile apps, and customer engagement tools for 20 annual markets, including six major events drawing 350K attendees. Optimizing digital experiences to bridge physical and online interactions, enhance exhibitor value, and drive data-backed decisions. Partner with executive leadership and cross-functional teams to align technology, design, and revenue goals.

- Scaled the design department from one to 10 UI designers and UX researchers, driving innovation in user experience and digital strategy
- Designed and launched a new market app, increasing user adoption from 2.1M per major event to 6.5M in year one and 16M in year two, while improving NPS from 2 to 7
- Developed DataSynq, enabling 3.9M exhibitor product uploads, and Super Admin, which onboarded 4.3M exhibitors to Juniper Marketplace
- Led the design of Juniper Marketplace B2B, scaling to 1M SKUs, averaging 50K monthly uploads, with a peak of 180K in its best month, within the first six months
- Spearheaded the Leads App beta launch for 240 exhibitors, achieving 100% retention
- Partnered with business teams to extend ROI through advertising revenue strategies, transitioning from promotional efforts to predictive, behavior-driven monetization

**IMC – International Market Centers, LLC, Juno Beach, FL | Jan 2020 – June 2022**

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### SENIOR DIRECTOR UX/UI

Recruited to transform IMC's B2B marketplace and product ecosystem after its acquisition by Blackstone. Led the redesign of its web presence, UX strategy, and SaaS solutions to expand its physical market into digital commerce. Built and scaled a high-performing design team, driving innovation, and a customer-centric approach to product development.

- Delivered a scalable, enterprise-grade SaaS platform to support exhibitors and buyers, bridging gap between in-person and online transactions, while increasing business opportunities for market
- Hired, structured, and scaled a world-class UX/UI department from scratch, recruiting 10 designers and a UX writer within six months to build and launch six enterprise-level products
- Led the design and development of an integrated B2B marketplace, securing executive sign-off within 2.5 months and assembling a dedicated product and engineering team to execute the vision
- Developed and implemented design processes to unify UX/UI strategy across multiple industry verticals, ensuring a seamless digital experience aligned with IMC's physical market presence
- Championed a customer-obsessed design philosophy, mentoring and managing a multidisciplinary team to create user-driven, high-impact solutions that extended digital adoption

**Repzio, LLC, Atlanta, GA | Sept 2017 – Jan 2020**

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### DIRECTOR OF UX/UI | CREATIVE DIRECTOR

Led product strategy, design, and development for enterprise-level sales and administrative tools serving 500+ manufacturers and 15K+ sales reps in the home décor industry. Spearheaded platform redesign that improved user experience, boosted adoption and contributed to company's Blackstone acquisition (2020).

- Redesigned four of five core products, including a complete reinvention of Shopzio, transforming it into a high-performing B2B marketplace processing \$50M+ in annual transactions while significantly increasing manufacturer adoption
- Developed and optimized DataSynq, streamlining data uploads for manufacturers and enabling seamless integration of 9M+ products and 20M customer records into the marketplace platform
- Led UX research, usability testing, and customer feedback initiatives, driving a 98% client retention rate and ensuring continuous product improvements aligned with user needs
- Created and executed 10+ marketing campaigns, serving as the marketing department, creative director, and head of UX/UI—leading strategies that drove platform adoption and engagement
- Designed and delivered enterprise B2B admin solutions supporting 35+ major manufacturer websites, enhancing digital infrastructure and expanding the company’s industry presence

**Quaso, LLC, Stafford, VA | March 2015 – June 2017**

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**PRINCIPAL DESIGNER**

Co-founder of a boutique consulting agency specializing in capacity, process, and innovation, delivering government and consumer tech solutions. Led the development of apps for charter schools and pioneered a food delivery platform before Uber Eats and DoorDash.

- Deliver Logic – Built an end-to-end mobile food delivery solution, later sold as white-label software to franchisees
- Moodee – Created a private school app integrating location-based homework and emotional tracking for student well-being
- Zoomdata – Led a UX/UI redesign for an enterprise data tool, delivering a full assessment that led to leadership changes. Clients included Time Warner and other Fortune 500 firms
- SwarmUnit – Developed a web-based crowdsourcing platform for unit testing in SaaS projects, streamlining best practices with a pay-per-unit model

**Seadrive Design, West Palm Beach, FL | Oct 2010 – April 2016**

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**CO-FOUNDER & HEAD OF DESIGN**

Co-founded and scaled a web design and digital strategy firm, growing revenue to \$350K in two years. Delivered high-impact web solutions, SEO, and marketing for national and international brands, including Edgewater Boats and The Pure Source. Led vision, strategy, and client management, driving long-term retention through performance-driven digital solutions.

- Designed and launched high-performing websites and SEO/SEM campaigns, securing long-term contracts ranging from \$2,500 to \$8,000 per month
- Built a strong client base, growing from one contract to eight major brands while maintaining a \$100K annual business budget
- Developed and executed marketing strategies that increased online visibility, brand reach, and customer engagement

**Imagine-One Technologies LLC, Lexington Park, MD | Jan 2001 – Jan 2011**

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**UI DESIGN LEAD**

Designed and developed UI solutions for government contracts, focusing on courseware training, battlefield simulations, and mobile applications. Partnered with the Department of Defense (DOD) and SPAWAR to create interactive learning tools and mission-critical applications, enhancing military training and operations.

- Developed interactive courseware, including battlefield simulations for helicopter, tank operations
- Designed mobile UI for military diagnostic, redeployment tools, improved operational efficiency
- Created real-time tank dashboard simulations using Macromedia tools and Photoshop
- Held secret-level security clearance and collaborated with military subject matter experts
- Delivered intuitive UI solutions across multiple defense contracts, ensuring seamless functionality

**EDUCATION**

**BA** Bachelor of Arts. Major: English (Creative Writing), The University of Central Florida  
**AS** Associate of Science, Digital Design, Platt College Design Institute  
**CERTIFICATE** CMMI Process Certification

**SOFTWARE**

Figma	Maze	Various Survey Tools	Monday	Miro
Sketch	Zeplin	Adobe Creative Cloud	Jira	Dovetail