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Scott N. Dow

SUMMARY

Highly motivated and experienced UX Design Program Manager and UX Design Leader adept at leading teams and collaborating across the organization to find elegant, innovative, and practical solutions to complex business problems.

EXPERIENCE

Vertex, Inc., King of Prussia, PA

Senior Manager, Design Operations - Mar 2024 - May 2026

- Led design operations for a large enterprise product design organization, building the systems around the work so designers and researchers could focus on high-value product work.
- Owned key operational areas including design tooling, vendor relationships, licensing, onboarding, training, documentation, governance, process improvement, and cross-functional coordination.
- Administered and evolved the team's Figma, Miro, and Zeroheight ecosystem, including enterprise licensing, access, standards, and adoption.
- Helped establish and scale accessibility processes, partnering with an external auditing and consulting vendor and coordinating accessibility training for hundreds of developers.
- Built and used AI agents and AI-assisted workflows to accelerate analysis, synthesis, documentation, and repeatable operational tasks while keeping human judgment central.

UX Research Manager - Apr 2022 - Mar 2024

- Led the UX Research team, supporting researchers, improving research operations, and helping product teams bring customer evidence into planning and design decisions.
- Partnered with Product, Design, Engineering, and business stakeholders to prioritize research, clarify questions, and connect findings to product strategy.
- Strengthened research practices through reusable methods, templates, intake processes, enablement, and a focus on making insights understandable and actionable.

- Connected qualitative research with product usage data to help teams understand not only what users said, but how they actually used the software.

Design Program Manager - August, 2019 - Present

- Supported Design Operations for the newly formed Vertex Design team, focusing on building relationships and removing impediments so that team members could do their absolute best work.
- Acted as the bridge between Design, Development, and Product Management, connecting all groups to ensure that inter-dependencies are understood clearly and planned for effectively.
- Identified and addressed the operational needs of the team, including process development, tool procurement, team ceremonies, and team documentation.
- Led the effort to implement analytics in Vertex software (using Gainsight PX) to gather a wide variety of user metrics to improve product design effectiveness.
- Fostered and grew a design request intake process so that all incoming work is handled efficiently and with organized intention.
- Collaborated with design team leadership in key decision-making, including strategic planning, requirements gathering, resource allocation and team capacity, scheduling, inter-team coordination, and design production management.
- Built and maintained a formal tracking system to manage all design team work assignments, including capacity management and related strategic planning as per the design roadmap.
- Created a detailed UX Methods Playbook outlining, both internally to the team and externally to the organization, all methodologies the UX team employs to implement Design Thinking strategies when supporting product development.
- Developed multiple design team programs from the ground up, including a comprehensive team onboarding program, a weekly design critique, and numerous team building programs designed to monitor and ensure optimal team health.

Manager, Business Systems Analysis - June, 2018 - August, 2019

- Managed the Business Analyst job family at Vertex, partnering with various groups and leaders throughout the organization to support the team and align them with Vertex's goals and objectives.
- Handled multiple levels of daily team operations, maintaining open lines of communication and acting as a servant leader to ensure healthy relationships and an environment of collaboration centered on a people-first mentality.
- Maintained team cohesion, unity, and health through a complex and involved transition from the Waterfall software development methodology to an Agile/SAFe environment. The transition resulted in a significant increase in the efficiency and quality of team deliverables.
- Managed all aspects of the financial well-being of the team through individual salary assessment, promotion, and career development.
- Oversaw team tooling, including the procurement of tools and processes that created significant gains in process efficiencies.

Senior Technical Business Systems Analyst - February, 2012 - June, 2018

- Pioneered the development, from the ground up, of the User Interface (UI) design and development practice at Vertex, including leading the UX design and strategy efforts between multiple teams. Lead in the creation of the UI designs, business systems analysis, UI analysis, and UI standards and guidelines.
- Led teams in innovative methodologies to support a superior User Experience (UX) for Vertex software systems. Methodologies were successfully integrated into the software development lifecycle, fostering usable and useful software system development. Programs included comprehensive usability testing programs, comprehensive UX analysis, site-visits, development of both high and low fidelity prototypes, and customer interviews/surveys.
- Created, developed and maintained UI/UX standards documents for Vertex's software products and next-generation applications.
- Participated on multiple product management and strategy teams to determine product development in alignment with Vertex's goals and objectives.
- Key contributor in the development of a financial data translation utility that solidified market share for our flagship tax calculation product and resulted in 31.5 million dollars in software sales.

Enterprise Business Systems Analyst - March, 2008 - February, 2012

- Developed and maintained comprehensive System Analysis artifacts for Vertex software systems. Responsibilities included developing and maintaining user requirements, functional specifications, and user interface specifications using multiple software development methodologies.
- Key participant in developing and applying new software development methodologies at Vertex (Agile, Scrum, SAFe) via membership within a selected pilot group for evaluation and eventual rollout to the rest of the company.
- Analyzed all software defects logged in our defect management software for inclusion into Vertex software releases, taking a leadership role in defining and maintaining the defect management process, company-wide.
- Participated on multiple product management and strategy teams to determine product development in alignment with Vertex's goals and objectives.

Business Systems Analyst (I and II) - October, 1998 - March, 2008

- Performed analysis of product requirements as defined by Product Management, domain specialists, and existing/potential customers.
- Created written product specifications for use by multiple stakeholders to develop usable, useful, and comprehensive tax software solutions.
- Collaborated with product management and other leaders to develop and understand strategic initiatives and their relationship to the Business Analysis role.

Intermediate Information Developer - May, 1995 - October, 1998

- Designed, wrote, and maintained a comprehensive user's manual for an automated property tax compliance software system.
- Designed and developed multiple context-sensitive online help systems for internal and external audiences.
- Designed, developed, and applied usability testing methodologies to determine the effectiveness of Vertex information products.
- Received the 1996-97 STC Technical Communication Award.

TV Guide Magazine, Radnor, PA

Station Reporter, Listings Department - August 1993 - May, 1995

- Key participant in a major software reengineering effort to modernize magazine listings database. Project focus was to migrate from a partially automated mainframe-based environment to client-server architecture.
- Designed a complex system test to establish database accuracy and operational performance of magazine production software.
- Developed technical manuals to establish editorial policy, focusing on cross references and the daily Guidelines feature.
- Served as Station Reporter for the Fresno and San Francisco editions of TV Guide magazine. Responsibilities included edition coordination, copywriting, and effectively establishing station/field contacts.

EDUCATION

Penn State — *Master of Business Administration (MBA)*
2002 - 2004, Great Valley, PA

Penn State — *Master of Science in Information Science (MSIS)*
1999 - 2001, Great Valley, PA

Virginia Tech — *Bachelor's Degree - English*
1989 - 1993, Blacksburg, PA