SCOTT BORCHARDT

Pronounced "bor-cart"

LOCATION
San Francisco, CA

PHONE
415-902-2070

EMAIL
scottborch@gmail.com

PORTFOLIO
scottborchardt.com

RATES
Available on request

EXPERIENCE

Google, GameSnacks UX Designer, 2019 - 2023
- Led the UI and UX experiments for GameSnacks, an HTML5 gaming platform incubated out of Google's Area 120 resulting in our acquisition by Google Ads
- Managed the UX integration onto seven Google products such as Play, Chrome, GPay, Discover, Assistant, and over 50 external partner sites and apps
- Led naming and brand development of GameSnacks that ultimately resulted in our acquisition by the Ads org and is now a legit Google brand
- Led and managed the production of GameSnacks Originals, exclusive, high-quality HTML5 games that perform well; examples like Tiger Run, Stack Bounce, and Ship Merge

Google GCP Horizon Team, UX Designer, 9/18 - 6/19
- Led UX improvements for products within Google Cloud
- User studies and A/B tests to improve adoption, boost retention, and stimulate growth
- Contributed to a major update of the Research Archive that benefited all Googlers

Yahoo Inc. Index, Product Designer, 9/15 - 8/18
- Led UX explorations of next-generation search results as part of a project called Index
- Paired user needs in hard-to-reach situations with feasibility studies
- Incorporated various forms of AI such as predictive tasks, voice-to-text, and image recognition

Yahoo Inc. Search, Product Designer, 9/12 - 9/15
- Led UX improvements for Local Search, the most financially lucrative part of Search
- Led integration of content from Yelp, Trip Advisor, Grub Hub and more to provide valuable content such as photos, reviews, and check-ins to our listings
- Designed solutions to establish trust in our users for political queries
- Showed real-time results from credible sources for political queries
- Designed dynamic results based on anonymised user data for celebrity searches

Chase Bank, UX Designer Contract, 3/11 - 06/12
- I co-designed a large modular rollout with a highly structured visual system
- I created a set of 40+ photo-realistic icons and illustrations

Prior work:
Sequence LLC, Sr. Designer as a social media expert and iOS app experiences for top brands
Frog Design, Sr. Designer for visual systems on early touch-screen devices
Yahoo! Inc, Designer as the web transitioned towards branded, specialised services
Studio Archetype/Sapient Inc., Sr. UI Designer for Fortune 500 companies
The Coca-Cola Company, Graphic Artist for domestic and international product packaging

EDUCATION

BFA, Graphic Design, Iowa State University

SKILLS

UI, UX, Web, Mobile, Identity, Naming, Branding, Marketing, AI, Prototyping, Typography, Iconography, Illustration, Packaging, Print, CPG, Game Design, Leadership