

# Scott McDaniel

## Senior Product Designer & UX Architect

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### SUMMARY

Senior Product Designer and UX Architect with 20+ years of experience delivering enterprise-scale digital products across healthcare, SaaS, fintech, and technology sectors. Expert in Human-Centered Design (HCD) methodology, design systems strategy, and translating complex technical requirements into accessible, intuitive user experiences. Proven ability to align cross-functional stakeholders, lead end-to-end research-to-delivery workflows, and mentor design teams in regulated, high-stakes environments. Certified in Epic (CLN102) and CITI Human Subjects Research; co-author of published clinical research presented at ASPHO 2024.

### SKILLS

**Strategy & Methodology:** Human-Centered Design (HCD), Design Thinking, Agile/Scrum, Change Management, Information Architecture, Stakeholder Influence & Mentorship, Cross-Functional Collaboration, Design Systems Strategy & Governance, Product Roadmapping

**Design Tools:** Figma, FigJam, Axure RP, Adobe Creative Cloud (Photoshop, Illustrator, After Effects, XD), Miro, Sketch, AI-Assisted Design Tools

**Design Disciplines:** User-Centered Design, Inclusive Design, UI/UX Design, Interaction Design, Wireframing, High-Fidelity Prototyping, Accessibility (WCAG 2.1/2.2), Mobile Design (iOS & Android), Responsive Design, Front-End Development (HTML, CSS, JavaScript), Component Libraries, Design Tokens

**User Research & Testing:** Qualitative & Quantitative Research, Usability Testing, Heuristic Evaluation, Focus Group Facilitation, Journey Mapping, Service Blueprints, Competitive Analysis, Ethnographic Research, User Personas, Remote Testing, Rapid Prototyping

**Healthcare & Data Informatics:** Epic (CLN102), CITI Human Subjects Research, Revenue Cycle Management (RCM), PowerBI, Pendo, Tableau, AI-Assisted Research Synthesis, HIPAA Awareness, Published Clinical Research (ASPHO 2024), Clinical Workflows

### EXPERIENCE

#### Flywheel, Minneapolis, MN

Senior UX Designer | 09/2025 – 12/2025

- Led UX initiatives for a biomedical data management platform, collaborating with product and data science teams to simplify complex data lifecycle workflows including ingestion and curation
- Conducted user interviews and developed personas to surface friction in regulated data environments
- Designed and prototyped interfaces in Figma for internal AI-driven documentation tools, guiding end-to-end usability testing cycles
- Contributed to portfolio-wide design system maintenance and component library governance

#### The SSI Group, Mobile, AL

UX Manager | 09/2024 – 02/2025

- Led UX strategy for healthcare Revenue Cycle Management (RCM) applications supporting billing, claims processing, and payment workflows for hospital finance teams
- Established design patterns and research methodologies to improve operational efficiency across claim submission and denial management processes
- Conducted user research with medical billing specialists and insurance coordinators to identify and resolve friction in RCM workflows

#### Children's Healthcare of Atlanta, Atlanta, GA

Senior UX Designer | 02/2023 – 03/2024

- Served as strategic design partner to clinical and operational leadership, driving HCD initiatives to improve patient and caregiver experience in a high-stakes pediatric environment

- Led design and optimization of workflows integrated into the Epic EHR ecosystem, ensuring seamless data transitions between digital interfaces and physical medical devices
- Developed and delivered a Human-Centered Design (HCD) course for non-designer managers, embedding design thinking organization-wide
- Co-authored “Designing a Human-Centered Interface for Cancer Survivorship Care Plans,” presented at the 2024 ASPHO Conference

### **Anthem/Elevance Health, Atlanta, GA**

Senior UX Designer | 04/2021 – 08/2022

- Architected scalable digital health solutions for Medicare and Government Retirement Services, improving care access for underserved and vulnerable populations
- Led ethnographic research and stakeholder requirements gathering to translate federal regulatory requirements into intuitive, accessible user experiences
- Designed consumer-facing health infrastructure including an FSA/HSA retail ecosystem; built and maintained division-wide design systems and component libraries
- Mentored junior and mid-level designers, fostering a culture of quality, empathy, and evidence-based practice across the team

### **Keysight Technologies, Atlanta, GA**

Senior UX Designer | 02/2017 – 12/2019

- Co-architected the foundational UX for PathWave, a unified cross-platform ecosystem integrating Keysight’s full software and hardware instrumentation suite across 200+ products
- Established a comprehensive, token-driven design system standardizing interaction design, information architecture, and complex data visualization company-wide
- Implemented a grant-based user research program in partnership with the Georgia Tech Interactive Media & Technology Center, bringing academic rigor to product discovery
- Standardized rapid prototyping practices using Axure RP; led design diplomacy efforts to align diverse business units around a shared future-state vision

### **Cotiviti, Atlanta, GA**

Senior UX Architect | 01/2016 – 11/2016

- Established design processes for healthcare financial analysis applications, improving operational efficiency and workflow consistency
- Developed a corporate Style Guide standardizing design practices and visual consistency across the organization

### **UX Design Consultant, Atlanta, GA**

Scott McDaniel Design | 03/2009 – 12/2015

- Delivered UX strategy, design, and development services to businesses nationwide, including CMS implementation, usability testing, and digital marketing
- Improved user satisfaction and digital performance for clients across retail, professional services, and media industries

### **Appirio, Indianapolis, IN**

Senior UX Architect | 01/2014 – 07/2015

- Provided UX design, digital marketing, and usability testing services; coordinated and mentored design teams of 4–6 junior designers on client engagements

### **Critical Mass**

UX Architect | 2009 – 2013

- Led UX design for AT&T’s enterprise digital platforms including the MyAT&T customer portal and wireless account management
- Conducted remote prototyping-based research to validate complex telecommunications workflows with end users
- Managed design teams delivering enterprise-scale consumer experiences across web and mobile

## **Vitruve (acquired by Oracle, 2011)**

Information Architect | 2008

- Designed information architecture for an enterprise social media management platform serving brands managing user-generated content across multiple channels

## **Enterpulse**

UI Designer | 2004 – 2008

- Led UI design for AT&T's point-of-sale systems and customer-facing retail digital products across web and mobile
- Contributed to interface standards and design review processes supporting enterprise-scale consumer experiences

**Further design experience:** Kaneva Game Platform, Hubzu Real Estate, IBM Interactive and New Media

## **EDUCATION**

Florida State University — Bachelor of Arts in English Literature

## **PROFESSIONAL MEMBERSHIPS**

ACM SIGCHI (Special Interest Group on Computer Human Interaction) • IxDA: Interaction Design Association