

Scott Bokma

Designer and wearer of many hats

scottbokma@gmail.com • scottbokma.com • linkedin.com/in/scottbokma

Summary

I have filled many diverse roles since entering the professional design field in 1997. I've been an art/creative director, IA/UX/UI design lead, application/web/interactive designer, project manager, Flash designer and developer, production artist, package/collateral creator and a trade show signage designer. Since then I have never stopped looking for opportunities to expand my creative and technology proficiency.

Experience

IBM Senior Lead User Experience/Information Architecture August 2015 – Present / New York, NY

Joining IBM to help with the final push to launch their Marketplace experience, the place to find IBM products and services. After launch this role transitioned into maintaining, expanding and improving the user experience within the ever changing Marketplace offerings and expectations. This meant working closely with marketing teams, product owners, sales, other design team, develop teams and IBM thought leaders. A little over a year into this post-launch role, I was tasked to begin exploring and documenting what a search informed taxonomy based experience could be for all of ibm.com and helping users find/use products and services faster and smarter. Helping to reduce the site footprint, have a single/unified navigational structure, improving SEO discoverability, a product/services focused experience, fewer routes/clicks for users and working along side each global business unit to meet their requirements/goals.

Whistle Sports Director of Experience January 2014 – July 2015 / New York, NY

Bringing my IA/UX/UI multi-screen interactive knowledge and experience to help elevate and extend the Whistle Sports offering across web, Xbox, Roku, iOS/Android, connected TV and social media. Working with sales and marketing team to help craft, create, deliver and drive sponsorships/advertising pitch decks to fortune 500 companies and brands. Being a creative lead and design resource throughout sponsored ad campaigns across multiple social platforms, media content types and collaborating with top content creators. Building a creative team in New York and Los Angeles to help support the grow business needs across sales, marketing, partner support/management, video production and being a full-time design resource for our content creators.

Ratio LLC Creative Director August 2013 – January 2014 / Seattle, WA

With the merger of Cypress Consulting and Ratio Interactive, becoming Ratio LLC, my Sr. Interactive Art Director position at Cypress expanded into a Creative Director roll to support the vast growth of the two IA, UX and UI design teams coming together. This new team has an increased depth of multi-screen knowledge and experience, as well as the passion to push the boundaries on every and any project deliverable. I was responsible for helping with resourcing, work estimations, budgeting, pitch/RFP work, reviewing projects, presenting team work to the clients, supporting the sales team requests, managing the IA/UX/UI design teams across web/mobile/tablet/Connected TV, and jumping in to help with any design.

Cypress Consulting Senior Interactive Art Director September 2011 – July 2013 / Seattle, WA

At Cypress Consulting I helped the Executive Creative Director build out the UX and UI creative design team for upcoming company and project growth. We needed talent that could work within the Xbox, Windows 8, Windows Phone, iOS, Android, and Roku platforms. We worked on five Xbox applications, over twenty Window 8 applications (six currently in the market and others added constantly), two iOS applications (The Cask by The Glenlivet of the iPad currently in iTunes), and one Roku application. I also assist with resource scheduling, budgeting/scoping projects, creating and presenting client pitches, finding/managing contractors, mentoring junior designers, team evaluations, going to sale/marketing presentations, and still getting to do some AI/UX/UI design.

Research In Motion/Gist Software Application Designer May 2011 – August 2011 / Seattle, WA

I was the design lead at RIM/Gist and worked closely with the UX designer creating the visual and usability guidelines for the Gist platform. These guidelines were created from the ground up to form a scalable, unified, and multi-platform application across Android, Blackberry, iPhone, Chrome, Firefox, and Microsoft Outlook.

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Experience cont.

frog design Visual Designer II June 2008 – May 2011 / Seattle, WA

While working at frog design I occupied many roles. I've been a visual designer, interaction designer, UX/UI designer, coder, developer, and tester. I've had to use all these skills working with clients like BMW, Microsoft, NBCU, Nokia, Quadrant Homes, Qualcomm, Russell Investments, and Samsung. I've gotten the opportunity to dive headfirst into the mobile world by spending over two years creating smartphones from the ground up. I also had the privilege to work in Munich and Shanghai. Both were great personal growth and an amazing learning experience.

Starbucks Coffee Company Senior Interactive Designer February 2007 – June 2008 / Seattle, WA

At Starbucks Coffee Company I focused on their web presences and building the brand online. I was visual lead on creating seasonal drink micro-sites, web marketing promo material, social media content, websites for exclusive offers and merchandise, updating all corporate websites and started the charge in re-designing starbucks.com.

Getty Images Senior Designer February 2000 – January 2007 / Seattle, WA

A major chunk of my professional career was at Getty Images. I grew and learned a lot over those seven years. Working on campaigns that span print, web/interactive, and multiple languages. Over those years I got to work on projects for Summer and Winter Olympic, World Cup, Cannes Film Festival, MLB, NBA, re-designing gettyone.com to gettyimage.com, and then re-designing gettyimages.com three times after that.

Visio Corporation Designer II August 1997 – February 2000 / Seattle, WA

Visio Corporation is where my career got it's start. I started as an intern there immediately after graduating from Art Institute of Seattle, designing trade show graphics, signage, packaging, and marketing material. I began to learn web design, development, and Flash. It helped shape me into a web/interactive designer.

Tools

Photoshop • Illustrator • Dreamweaver • Sketch • OmniGraffle • InVision • InDesign • Acrobat Pro • Flash • HTML5 • CSS3 • WordPress • Axure • Fireworks • After Effects • Microsoft Office

Platforms

Responsive Web • iOS • Xbox • Windows 8 • Windows Phone • Android • Amazon Fire TV • Amazon Fire Phone • Roku • BB10

Education

Art Institute of Seattle Associate of Applied Arts August 1997

Windows 8 UX Workshop January 2012

School of Visual Concepts Ditching Quark for InDesign June 2005

Schooner Technical Media Training Flash MX 2004: Application Development April 2005

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Clients

Amazon • AT&T • BMW • BYUtv • Chivas Regal • Cooking Channel • DIY Network • Disney • DLAtv • Food Network
Fox • Harlem Globetrotters • IGN-IPL • Jameson Irish Whiskey • Machinima • Major League Soccer • Microsoft
MLBAM • NASCAR • NBC Universal • NFL • Nokia • Barnes & Noble • Paramount Movies • Pernod Ricard
PGA TOUR • Pokemon • Popcornflix • Pro Sports Club • Quadrant Homes • Qualcomm • Red Bull Media House
Roku • Russell Investments • Samsung • Screen Media • Scripps Network • Seattle Children's Hospital
Slacker Radio • Sony Crackle • The Glenlivet • The Travel Channel • Toshiba • Universal Music Group • Wendy's
Wilson • Yahoo! Screen

Awards

Adobe site of the day • American Graphic Design Award • Communication Arts Interactive Annual 13 •
Graphic Design USA Awards for Excellence in Communications and Graphic Design • Inhouse Design Awards:
Graphic Design USA • Seattle Show: Interactive Award, Silver • The American Design Awards Monthly Design
Contest : Platinum Accolade, August • W3 Awards : Silver Award, Microsite - Consumer Goods • The Webby
Awards, 2013 Nominee - Mobile & Apps - Podcasts