

Scott McCririe-Hallman.

Senior Product & UX Designer | Human-Centered Design Leader

Experience

Manager, Experience Design

Avanade

Feb 2020 – Present

Stockholm, Sweden

- Led the design of end-to-end digital experiences for enterprise clients, focusing on simplifying complex systems and aligning user needs with business goals.
- Shaped product direction through discovery research, ideation workshops, and close collaboration with product managers and engineers.
- Contributed to and scaled design systems across multiple teams, ensuring consistency, usability, and technical feasibility.
- Facilitated client workshops and design sprints to define feature sets and drive shared understanding across stakeholders.
- Mentored junior designers and elevated design quality through feedback, reviews, and shared design principles.

UX Designer

Episerver (Optimizely)

Jul 2019 – Feb 2020

Stockholm, Sweden

- Led the development and documentation of the product-wide Design System.
- Collaborated closely with cross-functional dev teams to ensure UI consistency and usability.
- Delivered clear, maintainable pattern libraries aligned with accessibility standards.

Freelance UX Designer

Petit Jardin/Sponge Cookies

Feb 2019 – Jul 2019

Stockholm, Sweden

- Supported startups and small businesses in UX research, rapid prototyping, and user testing.
- Ran lean UX activities to define MVPs and validate product-market fit.

UX Designer

University of Westminster

Oct 2016 – Oct 2018

London, UK

- UX lead on full redesign of the University website using agile (Scrum) methodology.
- Conducted user interviews, surveys, and usability testing with students and staff.
- Facilitated stakeholder workshops and aligned CMS constraints with design goals.
- Delivered responsive wireframes, prototypes, and a scalable design language.

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Experience (continued)

Digital Interaction Producer

University of Westminster

Jun 2014 – Oct 2016

London, UK

- Developed consistent UI for internal tools and student/staff-facing websites.
- Start to document design patterns and build a Pattern Library
- Delivered Drupal and WordPress interfaces in collaboration with in-house dev teams.
- Collaborate with technical owners of third party systems to make sure interfaces followed branding guidelines.

Digital Content Producer

University of Westminster

Feb 2013 – Jun 2014

London, UK

- Worked with content owners to create user-focused digital content
- Conducted analytics-based performance reviews on a local public facing site.
- Supported content strategy, structure, and testing to improve UX outcomes.
- Took ownership of the governance, consistency and training of editors of the local site.

Education

Human-Computer Interaction Design MSc (Interaction Design Module)

City, University of London

2016

Self-taught through practice, mentorship, and certification programs

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Profile

Senior Product Designer with over a decade of experience creating intuitive, data-informed digital products across enterprise, SaaS, and public sector domains. Skilled in simplifying complex workflows, leading cross-functional teams, and driving design strategy. A trusted partner to developers and stakeholders alike, I bring a strategic mindset and a high bar for craft — from design systems to polished interfaces. Proven ability to align business goals with outstanding user experiences.

Certifications

- LUMA Certified Design Thinking Instructor
- Psychology of Interaction Design (IDF)
- User Research Methods and Best Practice (IDF)
- Human Computer Interaction (IDF)
- Certified Product Owner (Scrum.org)

Tools & Methods

- Figma · Sketch · Adobe CC · HTML/CSS · Design Thinking · User Research · A/B Testing · Personas · Journey Mapping · Workshops · Prototyping · Agile (Scrum) · Mural · Optimal Workshop · Google Analytics · Atomic Design · Heuristic Evaluations

Languages

- English (Native)
- Swedish (Limited Working Proficiency)

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