



RossStewartDesign.com (password: 2018)
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Ross is an interdisciplinary designer working across fields of user-centered design. His expertise lies in connecting the dots between human needs and business objectives to create positive, meaningful experiences between people and the services they use.

Simplot

2017 - Present
Melbourne,
Australia

Digital Design & UX Director

Driving key projects to align Simplot's retail brands with customer platforms, strategically aligning Simplot's retail websites with grocery stores' e-commerce platforms. Be a champion of UX & design across the company and be a core member of the Marketing Team's new brand development strategy; directing social media campaigns; leading the creation of mobile sales apps through Research, UX and Design phases. Delivering a holistic view of CX across Simplot's business divisions - including sales, support, communications, social, and retail.

Brands:

BirdsEye
John West
Edgell
Leggo's
Lean Cuisine
Chicken Tonight
Raguletto
Chiko
I&J

Telstra

2015 - 2017
Melbourne,
Australia

Digital Design & UX Director

Leading new business development both internally and externally; developing research strategy; UX project lead. Delivering UX leadership across multi-platform projects; working closely with government regulators and legal frameworks. Managed external agency for project user testing.

Clients:

Loblaws. In-store touchscreen ordering system (Canada)
Telstra.com
Olivia Newton-John
Cancer Wellness & Research Centre
Victorian Electoral Commission

R.

SapientNitro
(SapientRazorfish)
2013 - 2014
San Francisco,
United States

Creative Director, Experience Design

Led SapientNitro's UX team to partner and collaborate with Sony's developers and designers to create a responsive website delivered to 56 countries, in 26 languages. Creating content strategy, design systems, wireframes, storyboards, animation and video.

Client:
Sony.com

Whisky McEvoy
2008 - 2013
San Francisco,
United States

Creative Director, Experience Design

Worked as a contractor for various agencies (Organic, R/GA, Edelman, etc) to deliver compelling design solutions. Worked closely with developers and collaborated with team members to create a solution for touchscreen games, social quizzes, iPhone apps, outdoor signage, websites, advertising launch campaigns and print brochures.

Clients:
Intel
Adobe
PayPal
National Fitness Campaign
Milliken
Nokia

Carat
2007 - 2008
San Francisco,
United States

VP Group Creative Director

As the San Francisco creative office lead, I mentored and managed the day-to-day activities of 16 designers. From day 1 I was instrumental in retaining Adidas Basketball (& Golf) as clients. As a member of the Senior Leadership Team, I was responsible for the profitability of the Adidas Golf account.

Clients:
Adidas
(basketball & golf division)

Razorfish
(SapientRazorfish)
2006 - 2007
San Francisco,
United States

Associate Creative Director

Managed and mentored a small team of designers to deliver online advertising and short form video scripts. Also illustrating and designing websites. Created guidelines for Creative Workshops and Online Advertising.

Clients:
Microsoft
Shutterfly
Intel

R.

Technical Skills

Sketch	After Effects (Animation)
Adobe Creative Suites	Photography
Prototyping Tools (Invision, Flinto)	Sound Design

Education

Art Direction Principles Australian Federation of Advertising
Graduated with Distinction
Melbourne, Australia

Bachelor of Arts (Fine Art). La Trobe University,
Bendigo, Australia

Workshops

New Brand Development	Simplot
Customer Experience	Precedent
Human Centered Design	Philips Design
TV & Remote Control Workshop	Philips Design
Process of Design	Philips Design
Emotive & Performance	Philips Design