Scott N. Dow

West Chester, PA | (610) 308-2104 | scottdow@yahoo.com | www.linkedin.com/in/scottdow | https://scottnelsondow.com/

PRODUCT, DESIGN OPERATIONS, AND BUSINESS ANALYSIS LEADER

Product, UX, and Design Operations leader with 30+ years of experience spanning business analysis, product design, UX research, operations, accessibility, and product analytics. Proven ability to lead teams, scale programs, manage vendor relationships, and translate complex enterprise challenges into practical products, processes, and systems. Recognized for building strong cross-functional relationships, streamlining operations, and driving informed product decisions through research, analytics, AI, and automation.

PROFESSIONAL EXPERIENCE

Rock Cairn Design, Independent Consulting — 2026 – Present
rockcairndesign.com

Founder / Principal Consultant

- Delivering independent consulting services that bring clarity to complex challenges across product design, UX, business analysis, operations, accessibility, and product analytics. Clients include Triangle Support Services and North Arrow ABA.

Vertex, Inc., King of Prussia, PA — 1995 – 2026

Senior Manager, Design Operations — 2024 – 2026

- Led Design Operations for a 14-person design and research organization supporting 12 product teams, removing operational friction so designers and researchers could focus on higher-value product work.
- Managed 10 vendors and contracts representing **more than $250,000 in annual spend**, including design, research, accessibility, and collaboration tools.
- Administered and evolved the organization's Figma, Miro, and Zeroheight ecosystem, overseeing licensing, access, standards, governance, and adoption.
- Advanced the company's accessibility program by coordinating accessibility **training for over 200 developers** and managing relationships with external accessibility auditing and consulting partners.
- Built AI-assisted workflows and agents to accelerate analysis, synthesis, documentation, and repeatable operational work while keeping human judgment central.

UX Research Manager — 2022 – 2024

- Managed a team of 3 UX researchers supporting approximately 15 research studies yearly across enterprise product teams.
- Partnered with Product, Design, Engineering, and business stakeholders to prioritize research and connect customer evidence directly to product strategy and design decisions.
- Built repeatable research practices, templates, intake processes, and enablement that improved the consistency and scalability of research across the organization.
- Integrated qualitative research with product usage analytics to reveal gaps between what users reported and how they actually interacted with the software, informing product decisions.

Design Program Manager — 2019 - 2022

- Built Design Operations processes for a design organization that **grew from 2 to 14 people in 3 years**, supporting 12 product teams, including intake, capacity planning, onboarding, work tracking, critique, and team documentation.

- Created and managed a Jira-based system for tracking all Design Team work, providing visibility into workload, priorities, capacity, and delivery.
- Implemented Gainsight PX product analytics across **10 applications**, giving Product and Design teams behavioral data on adoption, engagement, funnels, and feature usage.
- Served as a cross-functional bridge among Design, Product Management, and Engineering, improving visibility into dependencies, capacity, priorities, and delivery planning.
- Created a UX Methods Playbook and repeatable onboarding and team programs that optimized how UX practices were understood and applied across the organization.

Manager, Business Systems Analysis 2018 - 2019

- Managed the Business Analyst job family through organizational and methodology changes, including the transition from Waterfall to Agile/SAFe.
- Led staffing, career development, team operations, tooling, process improvement, and cross-functional alignment for the Business Analysis organization.

Senior Technical Business Systems Analyst 2012 - 2018

- Pioneered Vertex's UI/UX design practice, introducing usability testing, customer research, prototyping, UX analysis, and UI standards into enterprise product development.
- Served as lead UX Designer and Product Owner on a cross-functional team developing a highly configurable financial data translation solution for Vertex's flagship tax calculation platform. The solution **generated $30M+ in first-year annual recurring revenue**, increased consulting revenue, and closed a critical competitive gap.

Enterprise Business Systems Analyst 2008 - 2012

- Developed and maintained comprehensive System Analysis artifacts for Vertex software systems. Responsibilities included developing and maintaining user requirements, functional specifications, and user interface specifications using multiple software development methodologies.
- Key participant in developing and applying new software development methodologies at Vertex (Agile, Scrum, SAFe) via membership within a selected pilot group for evaluation and eventual rollout to the rest of the company.
- Analyzed all software defects logged in our defect management software for inclusion into Vertex software releases, taking a leadership role in defining and maintaining the defect management process, company-wide.

Earlier Experience – Vertex Inc. 1995 - 2008

Business Systems Analyst I & II
Intermediate Information Developer

- Progressive roles spanning business analysis, requirements, product strategy, Agile adoption, technical communication, usability testing, and enterprise software development.

Additional Professional Experience - TV Guide Magazine, Radnor, PA **1993 - 1995**

Station Reporter, Listings Department

- Defined business requirements and conducted system testing for a major television listings database modernization initiative, while managing editorial operations and station relationships for two regional editions.

EDUCATION

Master of Business Administration (MBA) | Pennsylvania State University | Great Valley, Pennsylvania

Master of Science in Information Science (MSIS) | Pennsylvania State University | Great Valley, Pennsylvania

Bachelor of Arts in English | Virginia Tech | Blacksburg, Virginia