SCOTT MORLAN

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EXPERIENCE DESIGN LEADER

Design leader with 20+ years building and managing UX organizations inside enterprise software. Ran design at the director level at Autodesk across Help, Learning, and Community, three of the company's highest-traffic customer-facing pillars, and at VMware built the company's first design-specific web group from scratch. Managed designers, design managers, researchers, and data analysts. Shipped AI-first products at scale: Autodesk's first LLM-powered pre-sales chat reduced non-sales calls to the sales team by 40%; the first ML-powered support chat improved self-service resolution by more than 35%. Both products required designing for transparency, appropriate human control, and clear communication of system behavior in complex, high-stakes workflows. Currently consulting independently and building AI-assisted software products hands-on, including a privacy-first collective memory app using agentic AI workflows.

AREAS OF EXPERTISE

AI-powered enterprise product design | Design team leadership & people development | Complex enterprise UX at scale | AI transparency, human oversight & explainability | Cross-functional partnership: Product, Engineering, Data Science | High-stakes workflow design | UX research program management | Self-service & support experience design | Information architecture & interaction design | Agentic AI workflows (hands-on)

PROFESSIONAL EXPERIENCE

Independent Consulting & Projects

UX/Design Consultant & Independent Product Builder *March 2024 – Present*

Operating a solo UX/design consultancy while building AI-assisted software products end to end. This gives me direct, hands-on experience with where these tools accelerate design work and where they introduce risk.

- Designed and built RTT, a privacy-first, end-to-end encrypted collective memory app, using Claude Code and agentic AI workflows as the core development environment.
- Provide UX strategy, design, and web-development services to clients, delivering full site rebuilds and design systems using Next.js, Sanity CMS, Webflow, and Vercel.
- Built Resume Tailor, an AI-powered resume and cover-letter tailoring tool built on the Anthropic API.
- Designed and built a personal portfolio site (scottmorlan.com) as both a professional showcase and a live case study in applied AI-assisted development.

Autodesk

Director, Experience Design for Help, Learning & Community *March 2018 – February 2024*

Led design across Autodesk's Help, Learning, and Community domains, three of the company's core customer-facing pillars, bringing AI-specific design expertise to make increasingly complex systems intuitive and user-friendly.

- Coached design managers and senior designers toward greater strategic ownership and cross-organizational influence, prioritizing career-defining work and shared accountability for outcomes over task completion.
- Directed design of Autodesk's first LLM-powered pre-sales chat with no existing patterns to draw from. Transparency and appropriate human control were central design requirements. Non-sales calls to the sales team dropped 40%.

- Led design of Autodesk's first ML-powered support chat, integrating generative and retrieval systems into a single conversational interface. The design balanced automation with clear evidence and user control. Self-service resolution improved more than 35%.
- Led the strategy merging multiple learning platforms into a single unified experience, coordinating across product, engineering, and content stakeholders to simplify a fragmented customer journey.
- Transitioned the Autodesk design team from in-person to remote-first and then hybrid, which broadened the hiring pool and diversified the workforce.
- Managed the design approach for consolidating Autodesk's community and social experiences, including forums, blogs, and events.

Director of User Experience, Autodesk Knowledge Network *August 2015 – March 2018*

Managed user experience design, research, and analytics teams for Autodesk's first singular approach to customer support.

- Developed a triad model with Product Management and Engineering directors at Autodesk, improving cross-functional collaboration and product quality across a multi-team organization. Navigation improvements from the resulting research initiative measured 30%.
- Built AKN's UX, research, and analytics team culture around career-defining work — managing designers, researchers, data analysts, and content designers while building shared accountability for outcomes rather than task completion.

VMware

Director of User Experience, VMware.com *October 2011 – August 2015*

Directed UX strategy and implementation for VMware.com.

- Built VMware's first design-specific group for web marketing inside a historically engineering-led organization.
- Directed a ground-up redesign of vmware.com, grounded in primary customer research and stakeholder interviews. The redesign simplified the customer experience across one of the company's highest-traffic properties.

ADDITIONAL RELEVANT EXPERIENCE

- Hewlett-Packard — Manager, Web Analytics & User Experience
- Mercury Interactive (Hewlett-Packard) — Senior Manager, User Experience and Design
- Oracle (PeopleSoft) — Director, Oracle.com | Senior Producer

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EDUCATION

- Master of Science (MS), Computer Information Systems — University of Phoenix
- Bachelor of Arts (BA), Visual Arts | Communications — UC San Diego