

Timothy Scholl

Product Design | Research | Strategy | Education

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pw: humancentered

INDUSTRY EXPERIENCE

Chewy

Staff Product Designer 2022-present

- Led design for Delivery Experience team, focused on delivery tracking and messaging, reducing customer service contacts by 14.5%.
- Conducted strategic qualitative research for delivery promise initiatives to improve customer experience and increase adoption of subscription programs.
- Designed and developed communication features for customer service agents, resulting in improved efficiency and sunsetting of legacy applications.

Humana

Experience Strategy and Transformation Lead 2021–2022

Product Design Lead 2018–2021

- Managed product designers and initiated key design-related SaaS contracts, facilitating a smooth transition to remote work during the pandemic.
- Led various product design and development initiatives aimed at improving member healthcare experiences.
- Collaborated with product managers, designers, strategists, engineers, and data scientists within internal innovation lab to develop new products.

Berklee College of Music

Senior Designer, Berklee Online 2015–2018

- Led the redesign of online platforms leading to \$1.7M in enrollment revenue.
- Launched a learning management system focused on music students.

Lesley University

Design and Production Manager 2011–2015

- Managed creative team and designed marketing materials and experiences to increase enrollments by 27%.

ADI Print Solutions

Designer & Digital Print Manager 2003–2011

- Management of a digital print facility for a \$1.75M print company and design for clients across a variety of industries.

TEACHING EXPERIENCE

Massachusetts College of Art and Design

Visiting Lecturer 2023–present

- Guided graduate thesis projects, emphasizing interactive media and information design.

EDUCATION

Massachusetts College of Art

- Master of Fine Arts (MFA)
Dynamic Media Institute
- Bachelor of Fine Art (BFA)

CERTIFICATIONS & TRAINING

Nielsen Norman Group

- UX Management Certificate
- UX Research Certificate

Luma Institute

- Human Centered Design Practitioner

Mad*Pow

- Behavior Change & UX Design Training

NVIDIA

- Fundamentals of Deep Learning
- Generative AI with Diffusion Models
- Building Conversational AI Applications
- Building Transformer-Based Natural Language Processing Applications

SKILLS

Analytics	Mentoring
B2B Applications	Presentations
Communication	Product Design
Creative Suite	Prototyping
Critique	Strategy
Data Visualization	Usability
Design Systems	User Experience (UX)
Design Thinking	User Interface (UI)
Figma	UX Research
Information Architecture	Visual Design
Interaction Design	Wireframing
Management	Workshops & Facilitation