

Scott Ellis | Product Design Leader | System Design Architect | Top 1% in AI-Driven Enterprise Solutions

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About Me

Product Design and Systems Architecture leader with over two decades driving enterprise UX, intelligent system design, and AI-enhanced employee experiences. I specialize in blending human-centered design, agentic AI workflow orchestration, and scalable system architectures to deliver business-critical solutions across complex ecosystems. My work spans SaaS, enterprise platforms, workplace modernization, and next-gen agentic AI deployments, always aligning technology to business outcomes. I bring deep consulting expertise, product leadership, and a builder's mindset that turns complex problems into elegant, user-first solutions. From M365 Copilot transformations to agentic knowledge flows and digital workplace strategy, I thrive in ambiguous, fast-paced environments where I can lead cross-functional teams, architect future-ready experiences, and enable organizations to scale with clarity and confidence.

Core Competencies

Agentic AI Workflow Design, Generative AI (GenAI), AI-Augmented User Journeys, AI-Orchestrated Knowledge Management, Agent-Led User Experiences, Prompt Engineering for LLMs, Intelligent Process Automation, Conversational AI, Human-Centered Design, UX/UI Design, Design Systems Leadership, Scalable Experience Architecture, Strategic Product Vision, Enterprise Information Architecture, Application Architecture, M365 Copilot Adoption & Enablement, Copilot Studio Consulting, Cloud Migrations (Exchange, SharePoint, OneDrive), Lifecycle & Asset Management, Enterprise Design Systems Development, Cross-Functional Collaboration, Agile & SAFe Leadership, Stakeholder Engagement, Usability Research & Testing, Workflow Optimization, Data-Driven Design & Decision-Making, Microsoft Modern Workplace Strategy, AI-Powered Employee Experience, System Thinking, Platform Ecosystem Design, Digital Workplace Innovation

Technology & Platform Expertise

M365 Copilot, Copilot Studio, Microsoft Power Platform (Power BI, Power Automate, Power Apps), Microsoft Entra, Intune, Azure, AWS, VMware, Exchange, Microsoft Fabric, Viva Connections, Dynamics 365 Business Central, SharePoint Online & 2019, ServiceNow, QlikView, Smartly, Salesforce Pardot, Workday, OneDrive, Okta, LDAP, OAuth, MFA, SQL, Data Factory, Logic Apps, Camtasia, Zoom, Webex, Slack, MS Teams, Smartsheet, Asana, ClickUp, Zapier, HubSpot, Wix, Framer, WebFlow

Tools, Methods & Technologies

Tools: Figma, Adobe Creative Cloud, Sketch, Framer, Origami, InVision, Maze, Hotjar, Miro, Confluence, Jira

Methods: Agentic AI-Driven Design, GenAI UX, Conversational UX, Voice UX, User Research, Rapid Prototyping, Usability Testing, Accessibility (WCAG 2.1 AA/AAA), Interaction Design, Design Systems Leadership, Atomic Design, Storyboarding, AI-Augmented Personas, Customer Journey Mapping

Technologies: React Collaboration, CSS3, HTML5, API-First Design, AI-Enhanced Process Optimization, Enterprise DesignOps, Automated Knowledge Flows, AI Workflow Orchestration, Prompt Engineering

Experience

Founder, Head of Design & Digital Workplace Experience

Digital MacGyver, Portland, OR (Remote from Damascus, OR)

December 1985 – Present

Lead all product design, UX strategy, and system architecture initiatives across Digital MacGyver, driving enterprise transformation for global clients. Oversee end-to-end user experience for complex workflows, delivering AI-enhanced, scalable solutions across hybrid cloud, SaaS, and identity management platforms.

Key Achievements & Responsibilities:

- Directed design leadership for enterprise SaaS, financial forecasting tools, and AI-enhanced content management systems, improving workflow efficiency by 45% and accelerating time to market.
- Designed and delivered Microsoft 365 intranet solutions supporting 10,000+ users, reducing search friction by 40%, boosting collaboration, and driving adoption of underutilized M365 features.
- Spearheaded secure, scalable application integrations across on-premise and SaaS platforms, enabling unified employee experiences and driving digital workplace modernization.
- Established and implemented enterprise design systems and UI pattern libraries, ensuring design consistency and accelerating developer velocity across cross-functional teams.
- Leveraged data-driven UX strategies, usability research, and iterative testing to improve product satisfaction scores by 30%, while driving measurable business impact for enterprise clients.
- Partnered with executive stakeholders, product management, and engineering leaders to define product roadmaps, align user experience goals to business outcomes, and champion customer-centric design across the organization.
- Managed design team operations, including budget planning, cross-functional collaboration, team mentorship, and process optimization aligned with Agile and SAFe methodologies.
- Drove enterprise UX transformation by introducing agentic AI design workflows and AI-augmented knowledge management systems, enhancing end-user productivity and driving business adoption of agent-led experiences.

Core Skills & Tools:

Enterprise UX Strategy, System Design, Agentic AI Workflow Design, Microsoft 365 Copilot, Design Systems Leadership, Product Design Strategy, AI-Enhanced User Journeys, Usability Testing, UI/UX Prototyping, Figma, Agile Delivery, Cross-Functional Collaboration, Stakeholder Alignment, AI Workflow Orchestration, Hybrid Cloud Architecture, Intelligent Process Automation

Senior Product Designer | Design Systems & Enterprise UX

BlueRock Consulting, Portland, OR

October 2023 – Present

Lead the strategy, development, and governance of BlueRock Consulting's enterprise design system, driving consistency, scalability, and accessibility across digital products. Collaborate with product, engineering, and data teams to align design system standards with enterprise architecture, ensuring efficient workflows and seamless user experiences.

Key Achievements & Responsibilities:

- Owned end-to-end design system development and maintenance, delivering reusable UI components, interaction patterns, and accessibility-compliant guidelines that accelerated product delivery cycles by 35%.
- Led the enterprise redesign of GE Vernova's application suite, enhancing usability by 25% and driving a 30% uplift in user engagement through streamlined workflows, intuitive UI, and data-informed interaction models.
- Partnered with SymphonyAI to create AI-driven dashboards and analytics experiences, enabling data-driven decision-making and improving operational efficiency by 20%.
- Collaborated with engineering to integrate scalable design systems into enterprise tech stacks, ensuring system compliance, performance optimization, and seamless component implementation.
- Advocated for design systems adoption across teams, providing hands-on mentorship, workshops, and documentation that improved design-to-dev handoff velocity by 30%.
- Drove enterprise-wide accessibility initiatives by embedding WCAG 2.1 AA compliance into design system patterns and contributing to inclusive design practices.
- Facilitated cross-functional collaboration with product management, engineering, and executive leadership to ensure design systems align to business goals, customer needs, and product strategy.

Core Skills & Tools:

Design Systems Leadership, Enterprise UX/UI Design, Scalable Component Libraries, Accessibility (WCAG 2.1 AA), AI-Driven UX Design, Data Visualization, User-Centered Design, Cross-Functional Collaboration, Prototyping & Wireframing, Figma, Agile Product Development, AI-Enhanced Design Workflows, Interaction Design, Stakeholder Communication

Experience Continued

Senior Product Designer – Employee Experience

Motion Recruitment, Seattle, WA

April 2024 – March 2025

Led the end-to-end design of employee experience tools and workplace platforms across web and mobile, driving improvements in productivity, engagement, and workflow efficiency. Owned design execution and strategy for key initiatives, collaborating with Product Management, Engineering, and HR stakeholders to deliver high-impact, user-centered solutions.

Key Achievements & Responsibilities:

- Spearheaded the design and launch of a SharePoint intranet platform for a national charter school organization, delivering a seamless experience for over 5,500 users and enhancing information access and communication across distributed teams.
- Directed usability testing and iterative design processes, reducing task completion times by 30% and increasing employee engagement through optimized workflows and intuitive interfaces.
- Led the integration of new features into the Motion Recruitment design system, ensuring accessibility (WCAG 2.1 AA), scalability, and consistency across employee-facing tools.
- Collaborated cross-functionally with Product Managers, Engineers, and Operations to prototype, validate, and launch solutions that improved employee satisfaction, onboarding experiences, and self-service capabilities.
- Advocated for inclusive, accessible design standards and mentored junior designers, elevating design culture and fostering a collaborative, feedback-driven environment.
- Conducted research synthesis, journey mapping, and persona development to drive design strategies grounded in user insights and business objectives.

Core Skills & Tools:

Employee Experience Design, User Experience (UX) Design, User-Centered Design, Workflow & Process Optimization, Usability Testing & Validation, Prototyping & Wireframing, Accessibility (WCAG 2.1 AA), Design Systems Management, Cross-Functional Collaboration, Agile Methodologies, Stakeholder Communication, Figma, Miro, Microsoft 365, SharePoint Online, Power Platform

Senior Manager, Enterprise Applications Architect | AI/ML, UX, EX, CX

Welocalize, Portland, OR

June 2015 – May 2023

Directed the strategy, architecture, and design of enterprise-grade applications with a core focus on human-centered design, multilingual content transformation, and AI-driven user experiences. Served as the primary bridge between technical architecture, product innovation, and customer experience, enabling scalable solutions that supported global operations across 250+ languages and cultures.

Key Achievements & Responsibilities:

- Led the design and deployment of Microsoft 365 solutions, streamlining enterprise user experiences, improving employee engagement by 25%, and driving adoption of AI-powered workflows across teams.
- Architected and delivered AI-native applications leveraging natural language processing (NLP) and machine learning (ML), enhancing Welocalize's localization services and reducing manual processing time by 30%.
- Spearheaded design thinking programs across the enterprise, fostering innovation culture, accelerating project delivery by 40%, and driving user-centric solution development.
- Elevated the digital workplace experience through the implementation of Intranet, Extranet, and Microsoft Teams UX/UI enhancements, boosting user satisfaction and collaboration by 30%.
- Led enterprise technology teams in achieving GDPR, ISO 27001, and ISO 9001 certifications, ensuring compliance, data security, and operational excellence across global platforms.
- Mentored cross-functional teams on UX strategy, system design, and AI-enabled application development, establishing best practices for accessible, inclusive, and scalable enterprise applications.

Core Skills & Tools:

Enterprise Applications Architecture, UX/CX/EX Strategy, AI-Driven User Experience, Natural Language Processing (NLP/NLM), Design Thinking Leadership, Microsoft 365 Administration, SharePoint Online, Power Platform (Power BI, Power Automate, Power Apps), Intune, Entra ID, GDPR & Compliance Architecture, Stakeholder Engagement, Scalable System Design, Agile Methodologies, Data-Driven Decision Making, Globalization & Localization Technologies

Senior SharePoint Solutions Architect – Digital Media Consultant

Slalom Consulting, Seattle, WA

December 2009 – April 2014

Led the strategy, architecture, and delivery of enterprise-grade SharePoint solutions focused on digital media integration, content management, and collaboration platforms. As a key leader in Slalom's Digital Experience practice, drove complex technology transformations, aligning enterprise clients' business objectives with scalable, modern workplace solutions leveraging Microsoft 365 and emerging technologies.

Key Achievements & Responsibilities:

- Architected and delivered SharePoint and Microsoft 365 solutions that improved content management efficiency by 43%, including designing a Digital Playbook that standardized Intranet deployments across client organizations.
- Directed the creation and scaling of the Portals Practice in the Portland office, driving \$3M in annual revenue growth and positioning Slalom as a market leader in digital workplace consulting.
- Led the SharePoint 2010 implementation and deployment of the Vancouver 2010 Olympic Games digital platform, ensuring high-availability, scalability, and seamless end-user experiences for global audiences.
- Spearheaded technical leadership for large-scale, enterprise SharePoint migrations, upgrades, and digital media ecosystem integrations, providing strategic vision, architecture, and governance frameworks.
- Partnered closely with Microsoft, delivering joint innovation workshops, proof-of-concept engagements, and digital media workflow optimizations.
- Mentored and upskilled cross-functional teams in modern collaboration tools, UX design best practices, accessibility standards, and content governance.
- Supported pre-sales activities, executive stakeholder engagement, and solution workshops, contributing to Slalom's trusted advisor status with key Fortune 500 clients.

Core Skills & Tools:

Digital Workplace Strategy, SharePoint Architecture & Governance, Microsoft 365 Solutions Design, Enterprise Intranet & Portal Development, Digital Media Workflow Integration, User Experience (UX) Design, Business Process Automation, Design Thinking Facilitation, Agile Delivery, Stakeholder Engagement, Migration & Modernization Strategy, Accessibility Compliance, Data-Driven Decision Making, Partner Ecosystem Collaboration (Microsoft, Adobe, Salesforce)

Additional Experience Available on Portfolio...

<https://www.digitalmacgyver.com/portfolio>

DEC 1985 - DEC 2009

Certifications

Microsoft Certified Professional
Microsoft Certified Technology Specialist - SharePoint - Microsoft
SharePoint Innovations Master Instructor - SharePoint Innovations
Microsoft SharePoint, Administrator (MCITP)
Certified Master SharePoint Instructor - Aivea
ITIL v3 - Master Certified
Certified discover-e Administrator - Discovery-e Legal
Computer Forensic Professional Certification - Oregon State University

Guinness World Record contributor

Recently participation in achieving the GUINNESS WORLD RECORDS™ title for the most users to take an online multi-level artificial intelligence lesson in 24 hours on April 8, 2025. This is a huge achievement, and couldn't have done it without a wonderful community. Now it's time to celebrate.

Check out the video of the official awards ceremony, where we celebrated this milestone together and shared highlights from the record-breaking event.