

# SCOTT BOMS

## EXPERIENCE

JUNE 2014  
to PRESENT

### GLOBAL DESIGN LEAD

#### Facebook, Inc — Analog Research Lab

Since 2014, I've led the design practice within the Analog Lab at Facebook in Menlo Park. This broad and varied role has included initiating and executing creative and brand-focused communication projects of all sizes, mediums, and complexities. My responsibilities have also included developing and scaling a global design residency program as manager and mentor, while also successfully scaling our global studio operations and production pipelines.

MARCH 2012  
to JUNE 2014

### COMMUNICATIONS DESIGNER

#### Facebook, Inc.

I started at Facebook on the Communication Design team. I was responsible for creating design-led solutions for product launches, new user experiences, and consumer-facing marketing and communications across web, mobile, and print mediums. My work included designing high impact interactive brand experiences for the screen, custom brand typefaces, and building product communication systems with engineering teams.

NOVEMBER 2009  
to MARCH 2012

### SENIOR USER EXPERIENCE DESIGNER

#### Digital Cement

My responsibilities included research, analysis, concept development of touchpoints, user flows, wireframes, and visual design for consumer-facing one-to-one strategic relationship marketing experiences. Projects crossed mediums from print to the web to mobile.

APRIL 2005  
to MAY 2009

### PRINCIPAL/CREATIVE DIRECTOR

#### Wishingline Design

Initially, a vehicle for my freelance design work, I was responsible for strategy and business development, project management, design, production, and everything in between. The company incorporated in 2007 with additional full-time design and operations staff while expanding with a roster of freelance design and development support.

MAY 2004  
to APRIL 2005

### USER EXPERIENCE DESIGN SPECIALIST

#### Masterfile, Inc.

I was responsible for the design and front-end development of the Masterfile website, intranet, and extranets using web standards and related technologies, developing specifications, and conducting user experience research for new features alongside regular testing and launch cycles.

## EDUCATION

Continuing  
Education 2005

### Certificate in Project Management

University of Toronto, School of Business

Graduating  
Class of 1998

### Bachelor of Technology, B. Tech

Ryerson University, School of Graphic Communications Management

**TOOLS  
& TECHNOLOGIES**

Adobe Creative Suite, web standards (CSS, HTML, Javascript), PHP, MovableType, Kirby CMS, MySQL, git version control system

**ASSOCIATIONS  
& MEMBERSHIPS**

Type Directors Club	<i>tdc.org</i>
Society of Typographic Aficionados	<i>typesociety.org</i>
People of Print	<i>peopleofprint.com</i>
Web Standards Group	<i>webstandards.org</i>

**PUBLISHED WORK,  
INTERVIEWS  
& PRESS**

**Print Publications**

Mohawk Maker Quarterly 16 2019  
The Wrap Magazine, Issue 12 2018  
Being Hear Book 2018  
The Support Report Book 2016  
FB AIR Season 3 Catalog 2016  
The Book of Love 2015  
Offscreen Magazine, Issue 1 2012  
HTML5 + CSS3 VQS Guide 2011  
Hardboiled Web Design 2010  
Web Design Ideas Book 2010

**Online Publications**

Out of Office 2019  
Fast Co. Design 2019  
AdWeek (Social Pro Daily) 2019  
Inc. Magazine 2019  
The Daily Heller 2019  
.net Magazine 2018  
The Design Kids 2015  
Fast Co. Design 2010  
A List Apart 2009

**RECOGNITION**

Communication Arts 2020 Design Award  
HOW Magazine 2010 Poster Design Award  
South by Southwest 2008 Web Awards nominee  
Ontario Printing House Craftsman Award

**INTERESTS  
& HOBBIES**

Sign painting, instant (analog) photography, movies, music, cycling, pop culture/trivia, architecture.

**REFERENCES**

*Available upon request.*