

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.