

# SCOTT W. GERLACH

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## Profile

I enjoy working on projects that leverage design to affect meaningful change in people's lives. I care greatly about learning and I am enthusiastic about sharing ideas. In addition to my experience and education in design, I have a successful background in tutoring and teaching that is informed by a deep fluency in math and physics. I feel I contribute most in roles that emphasize creative strategic planning, system design, and theory testing. I believe in interactions that help people develop an appreciation for rationality, subtlety, complex analysis, and playful ideation.

## Experience

### **DESIGNER** *Big Tomorrow, 2014-Present*

As part of a small, talented agency that specializes in user architecture and user experience design I've been challenged to grow with every project. Typically, we work with clients to help them make sense of complex systems across many touchpoints often spanning multiple products or services. Inherently, this requires designers who can work in breadth and depth--discerning which is appropriate where--and who have a structured, confident approach to the creative process. In recent projects my work has included crafting strategic presentations, designing and prototyping competing interaction models across multiple platforms, modeling complex systems, and helping define products through iterative interface design.

### **DIRECTOR OF EDUCATION** *Austin Learning Center, 2004-2014*

My role at the Austin Learning Center was extremely engaging and rewarding. The owner, Becky Fliss, and I built the company from the ground up together based on hard work, respect for our clients, and very high standards for our staff. My role was at the center hinged on expertise in tutoring all levels of high school math and physics. Each year I worked closely with dozens of students, helping them form a practical understanding of analytic methods and theory. As the Director of Education, I was also responsible for interviewing and selecting all of our tutoring staff and supporting them with advice, counsel, and practical problem solving throughout their time at ALC.

## Education

### **INTERACTION DESIGN & SOCIAL ENTREPRENEURSHIP** *Austin Center for Design, 2014*

At AC4D I learned a great deal about making social impact through creative problem solving via the design process. By grounding ourselves in the subject matter we researched as well as discovering appropriate articulations of our ideas through our synthesis and prototyping, we created ideas that were relevant, appropriate, and potentially impactful around complex social problems.

### **B.S. THEORETICAL MATHEMATICS** *University of Texas at Austin, 2004*

Although I eventually decided to pursue a degree in mathematics, I studied both electrical engineering and computer science for two years each. This diverse exposure to reasoning and technology in my undergraduate courses both reflected and further informed my interests in algorithm design, theory testing, and practical problem solving.

## Fluency

**wireframing** *Illustrator, Photoshop, Sketch*

**prototyping** *Pixate, Proto.io*

**programming** *Ruby on Rails, HTML, CSS, Javascript, Bootstrap*