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DENTON, TEXAS

FRANK SCOTT

CREATIVE DIRECTOR

UI/UX + AI-DRIVEN DESIGN

Creative Director with a design career spanning nearly 30 years, leading UI/UX, brand and marketing across SaaS, sports technology and real estate. Led teams of up to 13. Combines creative leadership with hands-on AI-driven design and development.

PROFESSIONAL EXPERIENCE

LEADSONLINE

Creative Director Jan 2023 - Present

- Direct creative strategy for SaaS product and marketing, using **Codex, Claude Code and AI agents** for hands-on design and development.
- Built custom CMS and CRM systems to automate marketing, saving **more than $100,000 annually**.
- Established a company-wide design system and standards for product design and marketing collateral.
- Rebuilt the company website, leading creative direction, UI/UX and visual design.

STACK SPORTS / DICK'S SPORTING GOODS

UI/UX Director 2016 - 2023

- Built Stack Sports' fanwear vertical, generating **$1 million** in additional sales.
- Led the design team from concept to completion of a youth sports NFT suite in **90 days**.
- Led a **13-person team** at DICK'S Sporting Goods, delivering **four additional products** for its digital portfolio **on time and under budget**.
- Established brand identities, brand books and creative standards.
- Aligned UX strategy with business goals through user research, user scenarios and design documentation.

First four years at DICK'S Sporting Goods; continued with Stack Sports after it acquired the business.

CAREER + CAPABILITIES

2014 - 2016

IDISCIPLE

Marketing and UI/UX Director

- Led a **7-person team** across marketing strategy, creative, communications and public relations.
- Established company identity, a brand book and creative standards.
- Directed internal and external communications, marketing and PR programs, and cross-functional projects.

2012 - 2015

SPORTS CHALLENGE NETWORK

UI/UX Director

Held concurrent roles at XYCAST and Sports Challenge Network under shared private equity ownership. Continued on retainer during the transition to iDisciple.

- Led a **9-person UI/UX team** across web applications and interactive platforms.
- Created the company identity and brand book, with standards for typography, logos, icons and interface design.
- Led information architects, writers and production artists to meet messaging, technical and performance requirements.

2012 - 2014

XYCAST

Marketing and UI/UX Director

- Designed the complete UI/UX for the XYCAST application, establishing its visual design and interaction standards.
- Directed lead-generation programs and marketing plans, including KPI targets, budgets, execution and ROI tracking.
- Led the creative team and projects; established the company identity, brand book and design standards.

2002 - 2010

RE/MAX GREATER ATLANTA

Marketing, Creative and UI Director

- Led the design and marketing team creating sales collateral for **1,700 agents** across metro Atlanta.
- Created the visual identity for RE/MAX Greater Atlanta's four-year sponsorship of Atlanta Silverbacks Stadium.
- Built the department's structure and processes, brand book and collateral standards.
- Directed marketing plans, budgets, research and field activities; used marketing and sales reporting to guide priorities.

TOOLS + CRAFT

Adobe Creative Cloud /
Creative Suite - full suite
Photoshop / Illustrator
InDesign / Premiere Pro
After Effects / Final Cut Pro
Video production + editing

DESIGN + LEADERSHIP

Creative + art direction
Creative team leadership
UI/UX design
User research + testing
Wireframing / responsive design
Brand + marketing strategy
Business development
Client + partner relationships
HTML5 / CSS3

CONTRACT + OWNERSHIP

2010 - 2012

Hotspot LLC
UI/UX Director

Warren Johnson
Creative Director

Image Concepts
Partner / Creative

Revolution Designers
Owner / Creative

EDUCATION

Art Institute of Atlanta
1999 - 2001

Art Institute of Fort Lauderdale
1996 - 1998

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