

SCOTT VELTKAMP

LEAD PRODUCT DESIGNER

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SUMMARY Product designer, 20+ years, 13 at Very Technology on connected consumer products and the mobile and web apps that run them. I **plan and run my own generative and evaluative research**, own the experience end to end, and **write the front-end code** that ships it. My **AI-native workflows** take a team from research synthesis to an audited prototype in hours, not weeks.

EXPERIENCE **Very Technology** 2013–Present · Remote

Lead Product Designer, 2021–Present · Senior Designer, 2013–2021

Connected hardware and the software that runs it. Clients: **Hayward · BACtrack · Altria · NexRev · Westminster Kennel Club**

- **Own major product experiences end to end.** Information architecture, user flows, interaction and motion design, and the states specs skip: empty, loading, error, offline, first run. Current work is a three-device wellness ecosystem under one React Native app with Google Home and Alexa, plus the enclosure industrial design.
- **Ship measurable outcomes on consumer products.** On **Hayward OmniLogic**, redesigned the connected pool app and merged separate iOS and Android codebases into one React Native app; App Store rating moved 2.0 to 4.6, connected-device rate 93%. On **NexRev**, an installer app cut device setup from hours to under an hour.
- **Write production front-end code, not just the mock.** Production React and React Native in client codebases across dozens of engagements, **Hayward** and the current three-device ecosystem among them. Helped build my team's design system app, and wrote the pipeline that lands Claude Design components in Figma with auto layout, design-system variables, and type applied.
- **Build the AI tooling my design work runs on.** A thirteen-skill Claude Code pipeline carrying a URL to a finished page: market research, brand extraction, creative direction, page build, then copy, design-system and visual-QA audits, each gated on a score the run will not pass. 32 sites shipped, none below the bar.
- **Write the tools when they do not exist.** Two MCP servers in daily use: TypeScript with a full OAuth flow against Canva's template API, and Python paired with a Figma plugin I wrote, since FigJam has no write API. A third drives my 3D tooling, alongside Blender plugins built the same way.
- **Run generative and evaluative research directly.** Recruit, write the instrument, run semi-structured interviews, code transcripts against a documented codebook with intercoder reliability. Seven interviews became three validated personas and a capability map that set an eight-week scope. An AI-assisted pass across eleven competitor apps returned countable findings that set the strategy for one unified app.
- **Make the call when convention fails.** On **Altria's** age-verification ecosystem, pivoted off a progressive web app when browser Bluetooth proved unusable, landing on a QR-plus-LTE flow that cleared regulatory review and sidestepped App Store restrictions. On **BACtrack Skyn**, a passive blood-alcohol wearable, designed for the moment of use: four legible BAC bands, user-set thresholds, alerts discreet enough for a table of friends.
- **Codify decisions and scale design beyond designers.** Wrote the decision structure my team runs on: a precedence ladder, an append-only register, one file per open question. Four engagements, 117 records. Encoded UX writing standards into shared tooling across three device apps, so engineers and PMs ship consistent strings unaided. Interview candidates; mentor junior designers.

Somny Co-founder and Designer 2023–Present · Remote

Consumer AI product for building a custom character and generating photos and videos that look like you. I own product design and contribute the front-end, from model training through generation and checkout.

EARLIER **Spartan Systems · Senior Designer** Mar 2010–2013 · Chattanooga, TN

Knetwit · Designer 2007–2010

Freelance · Web Designer and Developer 2003–2007

SKILLS **Design** · Product and UX design, interaction and motion, information architecture, design systems, industrial design
Research · Generative and evaluative; interview design, qualitative coding, usability testing, competitive analysis
Build · React, React Native, HTML/CSS, production front-end, rapid prototyping
AI · Claude Code skill authoring, MCP servers and plugins, AI-assisted research synthesis, automated design-system and accessibility auditing
Tools · Figma, Blender, Spline, After Effects, Lottie, Photoshop, Maze