

# Scott L. Merker

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A creative leader with 20+ years' experience building and mentoring high-performing design teams to deliver exceptional, user-centered products across digital and physical platforms.

As a passionate and experienced design leader, I seek a fast-paced and challenging role where I can leverage my deep technological understanding and creative vision to guide teams, from concept to launch — while delivering elegant, intuitive user experiences that drive engagement and achieve real-world impact.

## PROFESSIONAL EXPERIENCE

### EXPERIENCE DESIGN (XD) BRANCH CHIEF

UNITED STATES PATENT AND TRADEMARK OFFICE — 2017-PRESENT

Chief of Experience Design (XD) Branch directing senior, junior, and contract User Experience (UX) professionals in the delivery of innovative, user-centered, next-generation Patent and Trademark Products for America's Innovation Agency.

Director-equivalent strategic leadership and management for all branch activities, including policy development, team building (hiring, performance management, and mentorship), vendor and contract management, resulting in the successful annual delivery of 25+ high-impact citizen-facing products.

Direction of all user experience (UX) activities for Experience Design (XD) team within the Agency's iterative product lifecycle, including but not limited to: product design, qualitative and quantitative research, user experience design, user interface design, standards compliance, and usability testing.

#### Major roles driving the delivery of high-impact products and initiatives:

- USPTO Agency Digital Experience (DX) Lead
- Product Owner of Experience Design (UX, XD) consultancy team
- Product Owner of the USPTO Web Design System - *The first open-source web design system in the U.S. Federal Government*
- Lead of agency-wide Experience Design Community of Practice (UX/UI/CX)
- Career mentor to U.S. Government UX Mentorship Program and USPTO agency mentorship program

#### Other high-impact roles serving product design and delivery:

- Chairman, Web Executive Board - *Authoritative oversight to all citizen-facing web properties*

- Product Owner of Enterprise Qualtrics Customer Experience Platform
- High-Impact Service Provider (HISP) CX Leadership Team
- Product Owner of Emerging Technology explorations and Ai LLM initiatives
- Product Owner and maintainer of public open-source GitHub - *Enterprise community code contributor, maintainer, and champion of reusable enterprise assets*

#### **SENIOR USER EXPERIENCE (UX) LEAD**

*UNITED STATES PATENT AND TRADEMARK OFFICE — 2015-2017*

Senior User Experience (UX) Lead within the USPTO Experience Design federal team, creating user-centered digital experiences for next-generation Patent and Trademark products.

Led cross-functional collaboration among business units, product teams, and end-users (citizens and employees) to design and deliver high-impact products and services, driving the adoption of the USPTO's user experience vision, goals, and strategies.

#### **SENIOR USER EXPERIENCE (UI/UX) LEAD**

*INTERNATIONAL MONETARY FUND (IMF) — 2011-2015*

Lead UI/UX designer overseeing the implementation of highly usable internal web products for the International Monetary Fund (IMF), empowering thousands of users globally supporting 191 member countries. Lead designer for all internal web products.

Awarded 2014 World's Best-Designed Intranet by the Nielsen Norman Group (NN/g)

#### **CREATIVE MANAGER**

*ENTREPRENEURS' ORGANIZATION (EO) — 2006-2011*

Directed the creative vision for the Entrepreneurs' Organization (EO), a global network of 7,500+ business owners spanning 42 countries. Led the development and execution of a comprehensive design strategy across all platforms (print, web, digital), resulting in a consistent global brand message and a world-class member experience.

Awarded 2008 Gold Circle Award for Excellence in Association Communications for Octane Magazine.

#### **LEAD CONCEPT DEVELOPER**

*SEIDEL, FERRIS, CLARK (SFC GRAPHICS) — 2002-2006*

Lead concept developer and designer for existing and prospective business.

Across highly competitive markets, created new self-sustainable verticals from greenfield to production; Resulting in ~\$3mil yearly gross profits.

#### **RELATED EXPERIENCE**

**BOARD OF DIRECTORS, DIRECTOR OF MEMBER SERVICES AND NEW PROGRAMS**

*SPORTS CAR CLUB OF AMERICA, WASHINGTON D.C. REGION — 2020-2023*

Provided executive-level oversight of all membership engagement, new program development, digital platforms, and marketing initiatives for the Washington, D.C. Region SCCA, one of the largest amateur and professional motorsports organizations in the United States.

In a highly competitive market, strategic initiatives implemented during my tenure resulted in a 20% increase in membership.

## EDUCATION

BOWLING GREEN STATE UNIVERSITY — 2005

Bachelor of Science in Technology with a Major in Visual Communication Technology  
Minor specialization in Marketing & Communications

## CERTIFICATIONS

Forrester, Mastering Customer Experience (CX) — 2025

## NOTABLE AWARDS

Leadership in Action Award, USPTO — 2024

Exemplary Performance Award (5-Year), USPTO — 2024

Special Act Award, USPTO — 2025, 2024, 2020

World's Best-Designed Intranet Award by Nielsen Norman Group (NN/g), IMF — 2014

Gold Circle Award for Excellence in Assn. Communications, Octane Magazine, EO — 2008