Scott Strubberg

Austin, TX • sstrubberg@gmail.com • 512-410-9226 • www.scottstrubberg.com

PROFILE

Over the past decade, I've had the opportunity to witness and participate in IBM's significant design transformation, working alongside incredibly talented leaders in the design field. As the current Product Manager for IBM's Carbon Design System, I have become a strong advocate for both design and front-end development. I understand the type of Championing that comes with the territory of stewarding a Design System. My background in education, facilitation, curriculum design, and community building has equipped me with valuable influencing skills essential for this type of product role.

- Product Management
- Design Systems
- Design Transformation
- Stakeholder Alignment

- Open source
- Enterprise Design Thinking
- Agile & Scrum Methodologies
- Developer Advocate

PROFESSIONAL EXPERIENCE

IBM   **Austin, TX**
Senior Product Manager/Engineering Manager – Carbon Design System (Current Position)   Nov 2021 - Present

- Serve as Product Manager for multiple scrum teams, responsible for the roadmap, prioritization, and stakeholder management of IBM's Carbon Design System.
- Alongside my design and engineering counterparts, we are responsible for all strategic and day-to-day product activities, including Scrum ceremonies.
- Manage stakeholder relationships across multiple business units. Inside a given business unit is up to dozens of organizations, and within those organizations are dozens of divisions, all building with Carbon and needing different experiences from IBM's Design Language.
- Grew our open and inner-source contributions by 4x after leading the design system team through an Agile Transformation and applied those same practices to accelerate community-driven projects.
- Serve as an engineering manager for early career, geographically dispersed front-end developers. I provide career guidance, remove blockers, and tie their work to strategic business imperatives.

IBM   **Austin, TX**
Front-end developer – Carbon Design System   Jan 2020 - Nov 2021

- Led a cross-functional work-stream to audit Carbon's prop usage to create a more consistent experience for how consumers used size props across components.
- Interviewed sponsor users, including designers and developers, and led a cross-functional team to implement new migration guidance for the next major release.
- Maintained Carbon's Gatsby Theme, a project that empowers consumers to create fast and accessible sites that look and feel like Carbon, prioritizing against stakeholder needs including brand and product.

IBM   **Austin, TX**
Product Owner – IBM Design Tooling   Jan 2016 - Dec 2019

- Responsible for IBM's relationships with popular design tools, InVision and Alchemer, including managing stakeholders across IBM Procurement, Legal, IT Risk, and internal license management teams to deliver a singular and streamlined onboarding experience to designers across the company.
- Created the Design Toolbox, a web app hosted internally, that serves as a unifying resource for designers across IBM to procure software design tooling. 1200 unique visits per month, representing half of IBM's global design community.
- Served as the lead developer for various design community web properties, including IBM's career framework for designers and a guide to design critiques.
- Led the work-stream to migrate over 5000 users to the Slack Enterprise Grid across different geographies and business units, including comms, guidance and technical support.
- Working with a cross-discipline team, we created the light-weight governance and infrastructure for the global network of 40 IBM Studios to deliver offerings in Enterprise Design Thinking that enabled our clients with amazing user-experiences and outcomes.

IBM   **Austin, TX**
Design Operations – IBM Design Austin   May 2013 - Dec 2015
- Support 300+ designers in an Apple environment including MacBooks, iPads, and mobile devices. Overseeing the budget of equipment and software expenses for all end users. Collaborating with teams across IBM globally to maintain wireless network infrastructure and printing resources in the Studio.
- Created a white-glove IT on-boarding experience for new hires, including installation & configuration of new equipment. Facilitated sessions ranging from one-on-one experiences to 60 new hires. Curriculum included introductions and deep-dives into productivity software for designers to gain proficiency in day-to-day life at IBM.
- Created guidance and communications for software designers to self-service 3rd-party applications through IBM's procurement processes including Adobe Creative Cloud, Axure RP Pro, Sketch, and Omnigraffle.
- Event Management including A/V & Livestream for round table discussions, lectures, and town halls.

Austin Independent School District   **Austin, TX**
Instructor – Liberal Arts & Science Academy   Aug 2012 - April 2013
- Responsible for developing, maintaining, and presenting curriculum for the Information Technology I & II courses, which covers the CompTIA A+, Network+, and Security+ certification course content.
- Responsible for teaching University of Texas Austin Pilot curriculum centered around Computer Programming involving Scratch, Jeroo, and Python.

Total Seminars   **Houston, TX**
Instructor   July 2010 - July 2012
- Co-authored Mike Meyers' A+ Guide to Managing and Troubleshooting PCs Lab Manual 4th Edition: 2012 Objectives.
- Led training seminars for many government agencies, including the FBI Cyber Security division, the FBI Computer Analysis and Response Team (CART) division, and the Hazardous Materials Response Unit (HMRU) division.

School District of Washington   **Washington, MO**
Instructor   August 2004 - June 2010
- Aligned CompTIA A+ and Network+ competencies and objectives with class lectures, labs, projects and other related student activities to drive student outcomes.
- Created an internship program for students with local business, hospitals, banks, and school districts.
- Member of the Missouri Association for Career and Technical Education.

EDUCATION

University of Texas at Austin   **Austin, TX**
Full Stack Developer Certificate Program   April 2018

Sanford Brown College   **Fenton, MO**
Network and Systems Administrator Certificate   May 2002

ADDITIONAL INFORMATION

Certifications: CompTIA A+, Network+, Cloud+, Secure Infrastructure Specialist, IT Operations Specialist, Secure Cloud Specialist, Cloud Admin Professional

Badges: Open-source Strategic Leader, IBM Agile Advocate, Blue Core Mentor, License-to-Lead – First-Line Manager, Advancing Accessibility, IBM Carbon Design System Developer Essentials, Enterprise Design Thinking Co-creator

Skills: Road mapping, Design Systems, Customer Interviews, Personas, Journey Maps, Market Research, User-centered Design, Release Planning, Ideation, User Experience, User Research, Agile, Scrum, Enterprise Design Thinking, Kanban, Sprint Planning, Estimation, Refinement, Web-components, React, JavaScript, GitHub, Open-source, Inner-source.

Interests: National Karaoke League Champion, 3rd place IBM Intramural Soccer League, 2nd place Mid-west Regional Yoga Competition.