

📍 Chicago, Illinois

📞 (906) 369-2282

✉️ scottgaletto@gmail.com

🌐 humanbuiltai.work

SUMMARY

I'm a design technologist who's worked across UX/UI, front-end development, creative direction, and digital marketing. I like taking a business problem and turning it into something people can click through, like a working prototype, an accessible interface, or an automated workflow. Along the way I've led UX for Aon's technology incubator, reworked a loan application that lifted conversions, and managed design teams. These days I'm focused on using generative AI to take repetitive work off creative and marketing teams, so people can spend their time on the decisions that need them.

CORE SKILLS

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|-----------------------------|--|
| UX/UI and experience design | Interactive and code-based prototyping |
| Front-end development | Workflow automation |
| Marketing technology | Design systems |
| Information architecture | Accessibility (WCAG) |
| Stakeholder collaboration | Creative direction |

AI tools Claude Code, Codex, Cursor, Nano Banana

PROFESSIONAL EXPERIENCE

- | | |
|--|--|
| Self-employed
Freelance / Contractor | Aug 2015 – Present
Remote |
| <ul style="list-style-type: none">▪ Build working software prototypes to demonstrate concepts and secure buy-in from business stakeholders.▪ Used Codex to build a simple web app that transformed company blog posts into social media ad copy, designs, and creative assets that drove engagement back to the website; all final ads received human approval.▪ Plan website architecture, user experience, and content strategy for small businesses; implement WordPress sites with WCAG accessibility and technical SEO improvements.▪ Create brand identities, print assets, and social media campaigns for independent clients. | |
| Audio Video Dynamics
Senior Product Designer | Jun 2022 – Aug 2024
Hackettstown, NJ |
| <ul style="list-style-type: none">▪ Troubleshoot and optimized an event logistics application used to track components, collaborating across teams to resolve issues.▪ Created Vectorworks 3D renderings and branded scenic designs to support event layouts, AV planning, and staging execution. | |

PROFESSIONAL
EXPERIENCE
CONTINUED

CreditNinja

Creative Director

Feb 2022 – Jul 2022

Chicago, IL

- Redesigned the loan application UX/UI, increasing customer approvals and conversions by 20%.
- Conceived a conversational loan application experience and partnered with engineering to build it as an in-house React application; applicant information flowed into the company's proprietary lending model to determine eligibility and potential loan amount.
- Developed and maintained a Figma design system; led brand identity and website updates across digital channels.

Aon

Sr. Front-end Developer / Experience Designer

Sep 2017 – Jan 2020

Chicago, IL

- Led UX for the technology incubator team, collaborating with cross-functional stakeholders on business-facing applications.
- Translated concepts into interactive interfaces and code-based prototypes; used Figma, Sketch, and Adobe XD for design and prototyping.

Vibes Mobile Marketing

Art Director, Web Developer, Sr. Experience Designer

Jul 2010 – Aug 2017

Chicago, IL

- Partnered with developers and marketers to turn concepts into functional web applications and manage end-to-end creative delivery.
- Led a team of 5 UX/UI designers creating mobile advertising campaigns for major brands.
- Helped persuade leadership to launch the Mobile Solutions Group and grow it to 35 members across mobile UX, UI, and development.
- Supported CRM growth through targeted SMS marketing.

SELECTED
PROJECT

Helped persuade leadership to launch the Mobile Solutions Group and grow it to 35 members across mobile UX, UI, and development.

TECHNICAL SKILLS	Development	HTML, CSS, JavaScript, React, WordPress
	AI tools	Claude Code, Codex, Cursor, Nano Banana
	Design and prototyping	Figma, Sketch, Adobe XD, Adobe Illustrator, Photoshop, InDesign, Vectorworks
	Analytics and automation	Zapier, Google Analytics, Google Tag Manager, Looker Studio (Google Data Studio)
	Additional tools	Adobe Acrobat, Canva, Microsoft Office Suite, Hootsuite, Sprout Social

EDUCATION

○ Michigan State University

Bachelor of Arts, Advertising / Graphic Design