

Thomas Scott Lacy

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Summary

I am a UX/UI, Customer/Employee Journey, and digital strategy leader with deep experience in enterprise app design, marketing automation, Power Platform, CMS development, and AI integration. I build workflow and productivity-streamlining tools, create award-winning digital experiences, and guide teams in adopting emerging tech. I am committed to user-centered design, innovation, collaboration, and delivering measurable results across large, fast-moving organizations. Visit <https://YouNeedTom.com> for additional details!

Core Competencies

Category	Skills & Tools
UX/UI & Web Strategy	Microsoft Power Platform, CMS (custom & commercial), JSON, JavaScript, HTML/CSS/JS, XML/XSL/XSLT
Marketing Automation	Marketo (Certified), ExactTarget (Certified), MailChimp, Act-On, Constant Contact, EmailOpen, Silver Pop, Pardot
Content Development	Web copy, technical documentation, contracts, marketing collateral, posters
Graphic Design	Adobe Creative Suite, award-winning designs, branding, print & digital collateral
Artificial Intelligence	Proficient in most popular AI models, maintain an AI training app (Power Apps), and facilitate AI strategy meetings weekly.
Power Platform	Proficient in all Power Platform tools, lead app designer for third largest telecom company in the US, and facilitate bi-monthly training sessions for approximately 200+ members.

Awards & Recognition

- First Place, Magazine Association of Georgia – Best Website (1M+ distribution class)
- Spotlight on Excellence Award – Best Website, EMC National Marketing & Member Services Conference
- Top Innovator – Chipotle Mexican Restaurant's first online ordering app, The Pedowitz Group

Professional Experience

Cox Communications – Sr Software Engineer: *UX/UI Design & Strategy* (2016–Present)

- Lead UX/UI design for enterprise apps improving employee productivity and engagement
- Facilitate Design Thinking sessions; create logos, presentations, and internal branding
- Build Power Platform interfaces, design internal tools like Jump URL shortener and Gap Assist

- Collaborate across teams to align design strategy with enterprise goals

Key Wins:

- Designed multiple internal apps streamlining workflows and boosting performance
- Created executive-level presentations and branding for enterprise divisions
- LUMA Certified Facilitator (2023)

Accenture – Associate Manager, Solutions Engineering (2013–2016)

- Developed field technician tools that cut workforce needs by 50% via automation
- Created gamified sales app improving transparency and motivation
- Integrated image upload tools into CX Connect for quality assurance

The Pedowitz Group – Sr. Solutions Engineer (2010–2013)

- Consulted Fortune 500 clients on demand generation and marketing automation
- Built custom integrations and templates for Marketo, ExactTarget, and others
- Created RM6 assessment tool and Aprimo ROI calculator

AFS Technologies – Marketing Director (2007–2010)

- Led digital strategy for enterprise software division in food/beverage industry
- Designed and managed websites, SEO, social media, and outbound campaigns
- Increased conference attendance and trade show leads through targeted campaigns

Harland Clarke Corp. – E-Commerce Technology Manager (2004–2007)

- Directed e-commerce strategy, SEO, and UX for 80K+ product SKUs
- Led CMS development and private label migration for Fortune 500 clients
- Managed cross-functional team of 12 across design, QA, PM, and analytics

DataMan Systems – Managing Partner / Director of Internet Marketing (1995–2004)

- Built and scaled web services business with 30% annual growth
- Designed CMS, SEO strategies, and award-winning websites
- Managed 50+ domains monthly; led client acquisition and retention