SETH AYOTTE SPENCER

(312) 307-0507 • sasdesign00@gmail.com • Linkedin.com/in/Seth-Ayotte-Spencer • organicmachine247.com

SENIOR DIRECTOR OF PRODUCT DESIGN ──────────────────●

PRODUCT DESIGN | CREATIVE | STRATEGY | UX | UI

Dynamic and detail-oriented professional with 20+ years of experience in User Experience (UX) and User Interface (UI) Design, primarily focusing on digital product design and development. Recognized for crafting transformative digital experiences. Proven track record in consistently delivering ingenious solutions and driving user-centric design strategies. Demonstrated success in optimizing user experiences and enhancing brand recognition through technology-driven solutions. Instrumental in utilizing cutting-edge design tools and methodologies to create seamless and visually compelling interfaces. Known for designing innovative content hierarchy.

CORE COMPETENCIES

Digital Product Design • Mobile App Design • Responsive Web Design • Visual Design • User-Centered Design • Design Systems
Marketing Strategy • E-Commerce • User Interface • User Research • AI • Project Management • Cross-functional Leadership
Technical Training • Client Relations • Brand Building & Management • Information Architecture • Accessibility

CAREER SUMMARY ──────────────────●

WongDoody, *Senior Product Design Director | Principal*   **New York, NY | 2022 – 2023**

Developed a robust design system from inception by collaboratively working with a small team and efficiently handling client interactions. Played a pivotal role in maintaining and advancing the product by adeptly performing diverse tasks from UX Design, UX Research, to UI Design.

- Led the transformation of a complex legacy system into a groundbreaking product alongside a team, leading to enhanced efficiency by 71.42% through a significant reduction in system usage time for field representatives from seven to two hours.
- Drove the creation of a unique application that revolutionized and contributed to the company's brand recognition and revenue growth.
- Created a native iPadOS mobile application to facilitate insurance companies in receiving and interpreting real-time data for thorough risk assessment based on diverse data points.
- Spearheaded the end-to-end design and testing of a new app experience in less than a year, encompassing 200+ screens, 70+ functional flows, and 300+ user stories, resulting in an 8.5/10 average usability test score and flawless completion of all functional flows in field testing.

> **RECOMMENDATION**
>
> *"Seth is what I refer to as a 'smokejumper': he fights fires from inside the fire and extinguishes them thoroughly. Seth is one of those design leaders with whom you can just 'set it and forget it', and can either lead a team, or be a team of one. I strongly recommend him to any company looking for a competent, engaging, user-centric, and outcome-oriented leader." – **Phillip G., Group Vice President, Experience Design, WongDoody***

Aeris Communications, *Principal Product Designer*   **Chicago, IL | 2022 – 2022**

Coordinated team workload across two products and maintained clear communication with other product leaders to enhance productivity. Managed budget and launched an Agile product to assess and fulfill client needs.

- Achieved successful launch of Clarity AI at the international level, evidenced by a notable increase in user sign-ups and licenses sold by 92%.
- Directed the creative strategy and execution of visuals for Windows/Mac applications, administrative tools, and a marketing website.
- Managed end-to-end project activities, quality assurance processes, and collaboration with developers and front-end builders for website development, significantly contributing to refining the beta version for the successful U.S. consumer product launch.
- Orchestrated the comprehensive, user-centered redesign of the Mitsubishi Connect App to add electric vehicle model features.
- Championed and successfully implemented a user-focused revamp of B2B and B2C mobile/web applications while improving cross-functional understanding among engineering, marketing, product marketing, and sales teams.

Vera Bradley, *Digital Product Design Manager*   **Fort Wayne, IN | 2021 – 2022**

Revitalized product design and organizational processes by showcasing UX expertise and implementing innovative technologies to minimize drop-off rates. Introduced technology-driven solutions to enhance sales by providing insights on marketing and brand development.

- Oversaw the design and management of digital marketing content in alignment with business objectives and brand identity.
- Steered the creative development for various digital experience initiatives, encompassing website creative, email campaigns, and paid media content, resulting in increased customer engagement and brand consistency.
- Accomplished significant milestones and ensured ongoing brand consistency through a collaborative effort with the creative team.
- Optimized brand marketing, e-commerce/UX, and marketing operations by effectively managing a team of designers and freelancers.

T-Mobile, *Senior Product Designer*   **Washington, D.C. | 2021 – 2021**

Created a touchscreen interface for the immersive experience of T-Mobile 5G&Me Experience Center. Designed a user-friendly interface for Samsung's touchscreen to enable users to capture photos, play music, and display content on Windows of a futuristic automobile or touch tables.

- Presented a cohesive user interface across diverse touchpoints, including touch tables through the execution of design strategies.
- Drove the successful implementation of UX and UI initiatives by collaboratively working with developers and project managers.
- Leveraged expert design thinking methodologies to create UX and UI design processes and deliver cutting-edge solutions.

Abbott, *Senior Product Designer*   **Chicago, IL | 2020 – 2021**

Developed internal wireframes to conceptualize an innovative and interactive touchscreen lobby check-in experience. Coordinated the overall UX process for diverse materials related to the project, showcasing a commitment to delivering high-quality design outputs.

- Utilized Figma as the primary platform for wireframing, prototyping, and development.
- Enabled effective communication of design concepts by leading the ideation and creation of interactive prototypes.
- Maintained a user-centered design approach throughout the product development lifecycle while collaborating with diverse teams.

The Chamberlain Group, *Senior Product Design Lead* **Oakbrook, IL | 2017 – 2019**

Presented insights to the product think tank while leading UX and interactive strategy for website, social media, and app. Developed social assets tailored to the myQ, LiftMaster, and Chamberlain product lines. Collaborated with partners to integrate automation features, facilitating remote operation of garage doors through in-car systems and smart technologies.

- Identified and resolved drop-off points by outlining deficiencies in the existing website, leading to enhanced user engagement.
- Improved click rates by 90% through strategic implementation of video content, driving traffic to the website and contributing to sales growth.
- Provided creative leadership and amplified the utilization of video content in social messaging from 37% to 75% to align with industry predictions that projected 80% of social media feed content to be videos by 2018.
- Increased website conversion rate from 15% to 75% within five months through evaluation, strategic planning, and website recreation.

The Creative Group, A Robert Half Company, *Senior User Experience Lead* **Chicago, IL | 2016 – 2017**

Worked closely with UX designers and clients to address challenges and provide tailored solutions. Corresponded with clients and design teams to ensure clear communication of project requirements. Acted as a key member of The Creative Group's full-time consulting practice, collaborating closely with premier clients to provide valuable expertise and facilitate project success.

- Integrated design thinking methodologies into project workflows to drive a user-centric mindset among cross-disciplinary teams.
- Offered valuable support for a wide range of high-level projects, including web and app design and development initiatives.
- Delivered high-quality, visually appealing interfaces to enhance user experience across various web and app development initiatives.
- Orchestrated the end-to-end design process, from initial research and wireframing to prototyping and final implementation.

Chicago Tribune, *Senior UX Design Lead* **Chicago, IL | 2016 – 2016**

Created a unified, brand-consistent, and user-friendly interface across all Tribune Company apps and mobile experiences for in-house users and end-users, including an enterprise app for newspapers in 12 national markets, an in-house CMS app for newspaper editors, producers, writers, and reporters, and a proprietary app created from scratch for the 2016 launch of LA.com.

- Led the launch of LA.com, generating excitement about Los Angeles by curating captivating highlights and an events calendar.
- Engineered a dynamic system that automatically swapped app branding based on specific locations.
- Positioned the app to control the narrative for every location visited by creating a personalized and engaging interface for users.

iCrossing, *Senior UX Designer* **Chicago, IL | 2015 – 2016**

Addressed checkout process issues for tire purchases on the eCommerce website of Firestone Tires. Headed improvement efforts to optimize the UX focusing on various issues, such as high cart abandonment rates and users abandoning appointment scheduling during checkout.

- Conducted comprehensive tests and iterative processes to elevate the website's user experience.
- Pinpointed a user-centric solution through a strategic approach to increase overall satisfaction and minimize abandonment rates.
- Leveraged responsive web design and advanced web technologies to create a seamless user experience and an interactive interface.

Rand McNally, *Senior UX Design Lead* **Chicago, IL | 2014 – 2015**

Created an advanced UX and UI for a GPS navigation system with integrated safety features to provide users seamless access to a wide array of information, including nearby amenities, live traffic updates, weather conditions, engine specifications, and tire pressure.

- Facilitated on-road navigation experience for users through innovative design to compete with Apple's "CarPlay" and "Android Auto."
- Implemented advanced safety features for integration into vehicles, including lane departure warning, lane asset detection, night vision, fog vision, brake assist, and driver monitoring.

Motorola, *Senior UX Design Lead* **Chicago, IL | 2013 – 2014**

Enhanced e-commerce site UX to boost traffic through a focus on responsive design and overall website aesthetics.

- Designed a user-friendly and intuitive experience for end users to ensure consistent interactions, resulting in increased website traffic.

ADDITIONAL WORK HISTORY

UX DESIGN MANAGER/LEAD, Rewards Network, for Best Buy Rewards, United Airlines, Delta Airlines, Spirit Airlines, Fuel Rewards, & iDine; Column Technologies, for CBC, J&J, NY Police Investigation; Trungale + Egan, for Brookstone, 401k GPS, SAA Capital, Swan Capital

SENIOR UX/UI DESIGNER, Blue Cross Blue Shield; Walgreens; FCB Chicago, for Discover Card; Manifest Digital, for Allstate Insurance and Humana Insurance

SENIOR INTERACTIVE ART DIRECTOR, Lisa P. Maxwell, for BOYD Gaming, Top Driver; Edel Partners, for All Hyatt Hotels, Resorts & Travel Brands; Williams Labadie, for Astellas, Lexiscan, Press Ganey; Digital Target Marketing, for Walmart, Kmart, CVS, Walgreens, Bed Bath and Beyond, Cabela's Outdoor, Best Buy, Radio Shack, Time-Life Warner, MagicJack, ELLE Magazine, Kim and Khloe Kardashian); Tahoe Partners, for Blue Cross Blue Shield – Illinois & Arizona

ART DIRECTOR INTERNSHIP, Crispin Porter + Bogusky, for Nike, Volkswagen, American Express, Domino's Pizza, Bell Helmets, Burger King

EDUCATION

BACHELOR OF ARTS, ADVERTISING ART DIRECTION & VISUAL COMMUNICATION, Columbia College – Chicago, IL

TECHNICAL SKILLS

Figma, Sketch, Axure, Miro, HTML/CSS, WordPress, Zeplin, Keynote, Microsoft Office, SharePoint, Agile, Jira, Final Cut Pro, Visio, Zeplin, AI, Machine Learning, Adobe Creative Suite: Photoshop, XD, Illustrator, InDesign, Power BI, CMS, Google Workspace, iWork