Blair Seifert

PRODUCT DESIGN & DIRECTION

blair@theimmortalfuture.com
https://theimmortalfuture.com

Wireframes + Prototypes
Figma, Sketch, ProtoPie, Axure RP Pro, Marvel, InVision, OmniGraffle, Zeplin

Game Dev: Unity

Skills:
✦ User flows
✦ Journey maps

✦ Design Management & Process
✦ Prototyping
✦ User testing
✦ UX process implementation
✦ Comptetitor analyses
✦ Heuristic evaluations
✦ KPI definitions
✦ Information architecture

Adobe CC: XD, Photoshop, Illustrator, AfterEffects, InDesign
✦ Design Systems
✦ Web design and development background (CSS, HTML, Javascript, PHP, and various CMS)

Achievements + Education

✦ Granted Design Patent D890196 in July 2020 for a specialized display of network speeds.
✦ Rosemont College, Rosemont PA - Class of 2004 - BFA: Graphic Design

Start-up, Agency + Corporate Experience

NOW ↑ MAY 2022

Director of Product Experience
XperiencOps
Menlo Park, CA
Remote

+ Leading product experience for XOPs - an enterprise SaaS platform for observability and automation for IT operations from inception to current version 2.0 and beyond.
+ Developing novel user experiences for Global 100 companies
+ Placing a strong emphasis on mentorship and providing creative and strategic direction on data visualizations, components, tools, and processes.

MAY 2022 ↑ MAY 2021

Lead Product Designer
17seconds: Morgan Stanley
San Francisco, CA
Remote

+ Strategizing and auditing multiple existing design systems into a cohesive design system across multiple products.
+ Applying a human-centered design approach to create product designs for Morgan Stanley Online (desktop, tablet, mobile, and mobile app).
+ Participating in requirements gathering efforts in conjunction with user research and testing to create first-class digital financial products.

APR 2020 ↑ JAN 2019

Sr Product Designer
Asurion - ID8
San Mateo, CA
Remote
(Migrated with acquisition)

+ Integrating technology from Catalina Labs into existing or new carrier apps (Asurion Scan, Skan@Home, Asurion Expert - for Verizon, AT&T, T-Mobile).
+ Facilitating user-testing, in-person interviews and online sessions, to guide product design decisions and instill a user-centered design approach into the development process.
+ Participating in a dedicated brand-activation group in applying new conceptual brand guidelines and assets to actual products in conjunction with the marketing team at Prophet.

DEC 2018 ↑ SEP 2017

Lead Product Designer
Catalina Labs
Palo Alto, CA
Remote
(Acquired by Asurion)

+ Designing prototypes, wireframes, design systems, and user flows for end-consumer and CSR-facing mobile and enterprise SaaS desktop products incorporating proprietary data on smart home devices for network optimization.
+ Developing conceptual uses of the smart home network data into mobile product experiences using Augmented Reality, headless, and voice activated technology.
+ Creating SDK app integrations with white-labeled client apps for seamless user experiences.

SEP 2017 ↑ JAN 2017

Sr Player Experience Designer
Scopely
Culver City, CA
The Walking Dead: RTS

+ Wireframing and prototyping new features and improvements to existing features to drive business and UX KPIs for satisfaction, retention and reduce churn.
+ Developing a player-centered design philosophy and UX vision strategy for improving UX standards in game and feature design.
+ Incorporating user research and data analytics to increase player satisfaction and influence good player habits in game flow.

JAN 2017 ↑ NOV 2015	**Sr UX Designer** **Spring Studio /** **BBVA** San Francisco, CA	**+** Designing and prototyping the user experience for BBVA brand financial apps. **+** Creating concept designs for a smart decision making tool that helps customers with mortgages and investments. **+** Optimizing existing transactional flows and patterns to custom fit the requirements of different countries.
NOV 2015 ↑ MAY 2015	**Sr Player Experience Designer** **Ignited Artists** San Francisco, CA	**+** Prototyping the user/player experience for gameplay for a mid-core mobile title from a paper prototype. **+** Designing interactions and animations for iOS and Android. **+** Defining/documenting flows and UX patterns, implementing UI and assets in Unity. Publisher: SEGA
MAR 2015 ↑ MAR 2014	**Lead UX Designer** **StikCo Labs** *(Contract)* San Francisco, CA	**+** Redesigning the experience and look and feel of FlikStak iOS app, mobile and desktop web. **+** Designing interactions and animations for iOS. **+** Defining patterns, researching data models and applying predictive analytics.
JUL 2014 ↑ JAN 2014	**Sr Interaction Designer** **Western Union DV** San Francisco, CA	**+** Creating a mobile pattern library for usage between UX and Development departments. Designing functionality for mobile site and application wrapper for US and international **+** versions. **+** Modernizing mobile styles and interactions for future releases of mobile site: m.westernunion.com.
AUG 2013 ↑ JAN 2012	**Senior UX Engineer** **Oracle** Bala Cynwyd, PA	**+** Creating sitemaps, wireframes, user task flows, interactive prototypes, functional specifications, visual designs and style specifications for next-gen release of Primavera P6 enterprise client/server application (SaaS) for web, mobile and tablet. **+** Creating an online design system to maintain brand unity across a global team. **+** Led user-testing, accessibility and globalization initiatives for the product suite.
DEC 2011 ↑ APR 2010	**UX & Creative Designer** **Piehead: Comcast** Philadelphia, PA	**+** Creating content inventories, heuristic evaluations, sitemaps, wireframes, prototypes, behavioral specifications and visual design for various web and mobile experiences, mostly focused at Comcast. **+** Participating in usability tests. For specific details and roles for multiple clients and projects, please inquire or see my website
JAN 2009 ↑ MAR 2008	**UI Designer** **Accenture: The Vanguard Group** Philadelphia, PA	**+** Participating in requirements gathering efforts surrounding business client needs. **+** Applying task/user workflow analysis (current and future) to gain understanding of the user tasks and behaviors. **+** Creating detailed user interface designs, including prototyping, for external (web) and internal (client/server) applications.
APR 2010 ↑ JUL 2006	**UI Designer & Web Producer** **Rodale Press** Emmaus, PA *Remote*	biggestloserclub.com / thebestlife.com / frenchwomendontgetfat.com / flatbellydiet.com **+** Designing fitness and food journal functionality for the subscription websites. **+** Implementing of social networking aspects to the sites (adding friends, group challenges). **+** Researching and creating third party social-networking aspects/sites and other topics in Web 2.0 for viral marketing and promoting.
MAR 2006 ↑ MAR 2005	**Web Designer** **PLANCO** Wayne, PA *The Hartford Investor*	**+** Designing and maintaining content for the website and email blasts. **+** Permissioning firm-specific pages and content modules for the broker website using KANA and Epiphany CMS tools. **+** Updating, designing, and maintaining the company intranet site. **+** Utilizing consistent CSS development, HTML, Javascript, Flash, CMS tool authoring.