

## Seth Kornfeld

Designer / Strategist / Leader

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I am an experienced product designer, strategist, and team leader. I believe that design drives innovation and is critical to a company's success. For over 20 years, I have enjoyed discovering ways to improve customer experiences by turning business requirements and user research into successful services and applications.

### Experience

#### Sauce Labs

3 yrs 10 mos

Full-time | Remote

Sauce Labs is a leading provider of continuous test and error reporting solutions that enable companies to develop and deliver high-quality web and mobile applications.

#### Product Design Manager

Aug 2021 – May 2023 · 1 yr 11 mos

##### As a Design Team Leader:

- Helped define a design vision and strategy that aligned with company-level objectives.
- Led creative and holistic thinking across product value streams.
- Championed design cohesion through thought leadership, systems-level thinking, and cross-team initiatives.
- Developed design team onboarding and other operations processes and documentation.
- Contributed to team design and resource allocation.
- Built an inclusive environment for all.

##### As a People Manager:

- Coached and developed a team of reports.
- Facilitated the delivery of high-quality work.
- Provided clear and continuous performance feedback.
- Guided career development — challenged, empowered, and created milestones to achieve career growth.

##### As a Design Lead for 2 Product Teams:

- Collaborated with PMs and Engineering Leads to develop shared objectives.
- Led a continuous product discovery strategy.
- Worked with product teams to define, design, and deliver thoughtful user experiences.
- Communicated and collaborated regularly with the broader Product Design team; contributed to design-led initiatives.

#### Lead Product Designer

Aug 2020 – Aug 2021 · 1 yr 1 mo

#### Senior UX Designer

Sep 2019 – Aug 2020 · 1 yr

### Strengths

- UX Leadership
- Vision and Ideation
- Problem Framing
- UX Strategy
- Workshop Facilitation
- UX Design
- User Research and Analysis
- Systems Thinking
- Journey Mapping
- Persona Development
- Prototyping
- Information Architecture

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### Experience (cont.)

#### Bluetooth

8 yrs 9 mos

Full-time | Greater Seattle Area

The Bluetooth Special Interest Group (SIG) is the organization that oversees Bluetooth technology. Its primary responsibilities are facilitating new wireless capability development, ensuring global interoperability, and growing the Bluetooth brand.

#### Manager of User Experience

Apr 2011 – May 2019 · 8 yrs 1 mo

##### Accomplishments:

- Defined a Design Team vision, strategy, and framework that aligned with the organization's values, goals, and objectives.
- Collaborated with team leads, product managers, and engineering, aligning UX to all programs and products.
- Defined and oversaw a user research strategy and roadmap.
- Developed a talented UX team.
- Led a redesign of the Bluetooth website. Members ranked the new site as the most improved Bluetooth program.
- Oversaw a redesign for the company's qualification software, which saw a 15-point SUS score improvement.
- Led the design of the Bluetooth Specification Development system. Drove persona and scenario development, user flows, wireframes, and usability testing.

#### Senior Design Lead

Sep 2010 – Apr 2011 · 8 mos

### Additional Relevant Experience

#### Mozy, an EMC Company | Full-time | Greater Seattle Area

##### Senior UX Designer

Feb 2010 – Aug 2010 · 7 mos

#### Valve Corporation | Contract | Greater Seattle Area

##### Senior UX Designer

Oct 2009 - Jan 2010 · 4 mos

#### Microsoft Corporation | Contract | Greater Seattle Area

##### Senior UX Designer

Oct 2008 - Oct 2009 · 1 yr 1 mo

### Education

#### User Centered Design Certificate

University of Washington  
Seattle, WA

#### Master of Industrial Design

Pratt Institute of Art and Design  
Brooklyn, NY

#### Bachelor of Arts

Purchase College  
Purchase, NY

### Certifications

#### UX Management Certificate

Nielsen Norman Group