



SETH ROBERTS

an adaptable, positive, inclusive design leader

setharoberts.com
210.843.2509
sethroberts.art@gmail.com

USAA — San Antonio, TX / Phoenix, AZ • 2012 – Present

Design Director, Authentication, Security, Member Home & Platform Experiences

Nov 2022 – Present

I lead a team of nine designers driving research, strategy, UX, and UI for the most visited spaces of USAA's digital ecosystem across web, iOS, and Android, serving more than 13 million members.

- Increased product interest by 5% through a redesign of the information architecture, and user experience. Focusing on navigation and find-ability my team surfaced relevant products and contextual actions based on member needs.
- Partnered with data science, business, and engineering to develop a personalized homepage, delivering a 12% average annual ROI, year over year, through targeted offers and contextual entry points.
- Closed high-risk security vulnerabilities in the authentication experience and personal information. Led executive workshops to align experience, security, risk, and compliance on a long-term strategy to regain member trust and protect USAA.
- Scaled platform-wide components by collaborating with the design language team. Improved component production output by 25% and reduced UI debt across more than 20 product teams working in various lines of business.
- Embedded UX measurement frameworks into team OKRs and quarterly planning, improving accountability and visibility to executive stakeholders. Increased the delivery velocity of my design team by 50% to support development team backlog.
- Advocating for design at the enterprise level to guide senior leaders to connect UX investments to member satisfaction, operational savings, and digital channel adoption that increases member satisfaction and saves USAA money.
- Reopened USAA's user research lab in Plano, TX after a four-year closure by securing funding and leadership backing. Since January 2024, the lab has hosted ~10 members monthly, providing valuable qualitative insights and usability feedback. It has streamlined our design process by combining moderated and unmoderated studies, supporting mobile app projects across business lines.

Additional Experience

Cartoonist, The New Yorker (2019–Present) – six cartoons published with writing partner, so far.

Adjunct Professor, University of the Incarnate Word (2014–2016) – Taught entry level UX and web design to sophomore students.

Mentor, CAST Tech High School (2019–2020) – Guided students on career paths in creative and tech industries.

“Designer Problems” Comic Series, Creative Market (2015–2016) – Created design-focused illustrations and comics.

Participated in speaking engagements and podcasts related to product and experience design as well as cartooning.

Education

University of the Incarnate Word — B.A. in Computer Graphic Arts
San Antonio, TX · 2007

Louis W. Fox Technical High School — Internet Design Concentration
San Antonio, TX · 2003



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Design Director, Contextual & Personalized Experiences

Nov 2019 – Nov 2022

Spearheaded USAA's personalization product design strategy across digital, member service and marketing to deliver smarter, context-aware insights that enhance engagement throughout various member interactions in financial health and protection.

- Introduced a modular personalization layer to the member homepage, resulting in a 15% increase in message engagement and improved member satisfaction.
- Contributed to the launch of the personalization framework, integrating behavioral signals and life events into digital experiences and call center insights.
- Designed life events that connected personalization efforts to key member milestones (e.g., PCS move, auto claim filed, separation from service).
- Partnered with data, compliance, and risk teams to ensure personalization efforts met strict security and governance requirements aligned to the various the regulatory bodies and governments within which we operate.

Creative Lead, Enterprise Design Language System

Sept 2016 – Nov 2019

Built and scaled USAA's first design language system to enable over 2,000 designers, developers, and product owners in the delivery of accessible, scalable, consistent, and high-quality experiences for USAA's website and mobile apps.

- Reduced cross-team design and engineering churn by 3x through reusable components, design standards, and review workflows.
- Integrated WCAG standards into the system enabling accessible design across all new feature development.
- Created and led the design language and accessibility training for cross-functional product teams to support the adoption of the USAA Design Language (now known as Reveille).
- Co-created a governance model that allowed teams to propose, test, and adopt new design patterns collaboratively to reduce siloed decision-making and improving delivery velocity.

Skills & Tools

Design Leadership:
Direction, Mentoring,
Strategic Roadmapping

Systems Thinking: Design
Systems, IA, Scalability

UX & Product Design:
Research, Flows,
Prototyping, Validation,
Operations, and Service

Technical Experience:
HTML, CSS, JS, PHP,
MySQL

Tools: Figma, Adobe CC,
Sketch, InVision, Mural, and
others

Soft Skills: Cross-functional
Collaboration, Storytelling

Hobbies & Interests

Drawing, Painting, 35mm
Photography, Road Cycling,
Street Fighter (Video Game)



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Senior UX Designer, Mobile & Emerging Platforms

Mar 2012 – Sept 2016

Designed end-to-end experiences for USAA's mobile apps that increased usability, accessibility, and UI design. This work contributed to consistent rankings by Forrester (2012–2016) for insurance, banking, and investment mobile apps and recognition from Keynote and Celent for innovative, member-centric product design.

- Contributed to key innovations such as mobile check deposit, digital ID cards, member-to-member car buying & selling, real-time claims tracking, and USAA's virtual assistant.
- Helped drive 20% year-over-year mobile growth, while reducing call center dependency through self-service of key member needs.
- Design work on USAA's mobile app contributed to receiving J.D. Power's Highest in Customer Satisfaction with Mobile Banking Apps and 4.8+ Apple App Store rating, with over 1M reviews.
- Championed mobile-first and accessible design standards, collaborating closely with engineers during agile sprints to ensure high-quality delivery.
- Acted as mobile design lead across teams, contributing to roadmap planning and hands-on prototyping of new features.

Previous Design Work — San Antonio, TX • 2006 – 2012

Blue Clover Studios — San Antonio, TX

Graphic & UI Designer

Sept 2009 – Mar 2012

Created brands, websites, signage, and digital campaigns for clients in retail, education, and nonprofit sectors. Delivered custom CMS implementations and e-commerce solutions.

Giles Design, Inc. — San Antonio, TX

Graphic & Web Designer

Jul 2006 – Sept 2009

Designed visual identities, websites, and marketing materials for hospitality, real estate, and medical clients. Built interactive, database-driven web tools with PHP and MySQL.