

Seth Kornfeld

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Leader | Strategist | Designer

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I am an experienced product designer leader and strategist. I believe design drives innovation and is critical to a company's success. For over 20 years I have enjoyed synthesizing user needs and business objectives into successful solutions.

Experience

Design Consultant

Oct 2023 – Present

I have worked with several clients to help shape their design strategy, develop design concepts, and build final design assets.

- Facilitated discovery & ideation workshops
- Collaborated with key stakeholders to define requirements
- Conducted and analyzed user and stakeholder interviews
- Defined information architecture and nomenclature
- Defined wireframes, interactions, and final assets

Strengths

- UX Leadership
- Discovery and Ideation
- Product Design Strategy
- Workshop Facilitation
- UI Design
- User Research and Analysis
- Systems Thinking
- Information Architecture

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 the Design Team vision and strategy
- Led creative and holistic thinking across product value streams
- Led the development and adoption of a new design system
- Developed design team onboarding 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:

- Developed shared objectives with PMs and Engineering Leads
- Led a continuous product discovery strategy
- Worked with product teams to deliver thoughtful user experiences

Lead Product Designer

Aug 2020 – Aug 2021 | 1 yr 1 mo

Senior UX Designer

Sep 2019 – Aug 2020 | 1 yr

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Experience (cont.)

Bluetooth

8 yrs 9 mos | Full-time | Greater Seattle Area

The Bluetooth Special Interest Group 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
- Collaborated with team leads, product managers, and engineering, aligning UX to all programs and products
- Defined and oversaw a user research strategy and roadmap
- Hired and 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