

Seth Kasky

Product & Brand Designer

Multi-disciplinary designer with a penchant for building digital products, user experiences, and brands. Has worked within startups, agencies, studios, and in-house creative teams, bringing a demonstrated ability to deliver results.

CONTACT

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EDUCATION

Northern Illinois University

May 2013

Bachelor of Fine Arts
Visual Communication
Magna Cum Laude

SKILLS

Product Design	Creative Direction
User Research	Brand Positioning
Wireframing	Logo & Identity
Prototyping	Naming
User Experience	GTM Strategy
User Interface	Digital Campaigns
Design Systems	Illustration

TOOLS

Adobe CC	HTML
Figma	CSS
Sketch	Webflow
Zeplin	Wordpress
Whimsical	Confluence / Jira
InVision	Slack

EXPERIENCE

Senior Product Designer at Lighter Capital

Dec 2017–Mar 2020 · Seattle, WA

Responsible for building new products and user experiences leveraging data and design. Collaborated daily on the Engineering team with a focus on company growth.

Designed user flows and conducted user interviews. Designed component libraries, conducted a brand refresh, interactive customer acquisition tools, ran an NPS program, expanded marketing and engineering teams.

Independent Designer

May 2017–Present · Seattle, WA & Remote

Independent Designer collaborating with studios, agencies, and small businesses building digital products, user experiences, websites, and brands.

Product Designer at Deskpas

Aug 2015–May 2017 · Chicago, IL & Remote

Principle designer focused on growth. Responsible for all facets of user experience including: product design, information architecture, wireframing, prototyping, web design, illustration, front-end development, marketing automation, a/b testing, and copy writing.

Graphic Designer at State Farm

Mar 2014–Jul 2015 · Bloomington, IL

Collaborated on the Digital Design team within Creative Services. Responsible for designing user experiences, information architecture, wireframes, websites, and front-end development.

Web Designer at Simantel

Jul 2013–Mar 2014 · Peoria, IL

Design agency. Responsible for designing wireframes, websites, and user experiences from concept to execution.

References available upon request.

Portfolio password: seth