Seth Wulf

Collaborative and product-driven professional with 18 years of multifaceted experience in design, business, and sales.

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EXPERIENCE

Product Designer, *PolyDub*
August 2023 – Present | Remote

- Engage in cross-functional collaboration with developers, product managers, and stakeholders to successfully launch the initial web application (0 to 1) and landing page for an AI startup specializing in video content dubbing services

- Conduct research, ideation, testing, and design delivery for an MVP, while maintaining a future focus on establishing a design system

- Contribute to the development of a roadmap for future iterations, aligned with user needs and business objectives

UX/UI Designer, *Accessibility Internet Rally (AIR)*
September 2023 – November 2023 | Remote

- Establish effective information architecture, user flows, and visual design for a new website, emphasizing accessibility to broaden the client's online presence and foster an inclusive digital environment

- Coordinate and align with stakeholders while overseeing a team of designers and developers

UX/UI Design Program – Continuing Ed, *Designlab*
August 2022 – March 2023 | Remote

- Directed user research, feedback, and usability testing to drive overall strategy and decision-making on 3 product solutions for iOS apps and web

- Created, collaborated, and iterated on flows, wireframes, prototypes, and high-fidelity visuals in Figma for responsive web design and iOS apps

- Exceeded the required attendance for group critiques with design peers (2x); presented work, and gave and received feedback at all 25 sessions to ensure growth

- Met with a dedicated UX design mentor for 30 hours supplemented by 25 unique ADP List mentors for 30 hours over 50 sessions

SOFTWARE

Figma
Adobe Creative Suite
Google Suite / Notion
Dovetail App
Optimal Workshop
Jira + Confluence
Slack / Teams

SKILLS

UI/UX Design
– Information Architecture
– Interaction Design
– Wireframing
– Prototyping
– Visual Design
– User Research
– Usability Testing

EXPERIENCE WITH

Graphic + Web Design
Brand Identity
Entrepreneurship
Business Strategy
Project Management
Customer Service
Film Production
Photography
Motion Graphics
HTML, CSS, JavaScript

Founder + Licensed Drone Pilot, *Open Skies Digital*
May 2019 – February 2023 | Salt Lake City, UT

- Strategized overall product direction, executed on shifting client needs, and shipped high-quality products, with 17% MoM revenue growth over 2 years

- Instituted operations, sales, client services, marketing, communications, cross-functional teams, and business frameworks from the ground up for dozens of simultaneous clients

- Shifted business strategy and added additional services based on client feedback, including market changes due to the pandemic

Production Supervisor, *Redline Entertainment*
November 2016 – July 2019 | Salt Lake City, UT

- Initiated independent films from concept to reality including budgeting and scheduling projects, and contributed to overall strategy, project direction, and final assets in post-production

- Orchestrated cross-functional teams of 20+ departments to execute roadmaps; implemented process improvements that saved an average of 8% on production budgets

- Delivered project assets to partners including distributors, state-backed incentives, film festivals, and marketing needs

Creative Director + Designer, *American Cancer Society*
October 2012 – December 2016 | Chicago, IL

- Created and maintained organizational assets for five nationwide fundraising campaigns to eliminate cancer, including the top-ranked Discovery Ball Gala

- Coordinated 10+ overlapping projects while continuously collaborating with stakeholders to gather feedback and iterate for improved alignment on projected business outcomes

- Shipped high-quality event assets to increase fundraising potential while maintaining brand integrity and contributed to a 57% fundraising increase YoY in 2014 ($2.1MM to $3.3MM)

Creative Director + Designer, *Freelance*
March 2006 – December 2016 | Remote

- Produced custom design solutions for print and digital use, including branding, logos, apps, and websites

- Supervised simultaneous projects across a variety of deliverables & client communications to ensure on-time delivery and satisfaction