Brian Sekelsky

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Experience

USER EXPERIENCE DESIGNER
Fidelity
2023 — Present

Working side-by-side with product managers, developers, and researchers to translate complex financial data into practical, accessible, and visually appealing tools that help users manage and pay down their student debt.

ADJUNCT PROFESSOR
North Carolina State University
2024 — Present

Planning, organizing, and teaching "Tech Tinkering for Designers". Leading workshops on emerging design tools like AI/ML, AR/VR, creative coding, and 3D modeling. Encouraging students to think critically about technology's role in design.

DESIGN RESEARCHER
North Carolina State University
2021 — 2023

Designed, researched, and developed three educational platforms with a cross-disciplinary team as part of a National Science Foundation-funded grant. Contributed to three academic design/HCI papers and presented at one conference.

USER EXPERIENCE DESIGNER
Deliberate AI
2022

Created a consistent design system, including flexible figma components, for an AI-driven application which supports mental health clinicians. Created print and digital marketing assets based off of the start-up's existing brand identity.

GRAPHIC DESIGNER
National Peace Corps Assc.
2020 — 2021

Collaborated directly with non-profit leaders, political consultants, and communications professionals to rapidly generate digital and print materials for use within the wide network of Returned Peace Corps Volunteers.

FRONTEND DEVELOPER
Lemans Corporation
2019

Designed and developed UX components for an e-commerce website within a corporate agile development team.

SECONDARY SCHOOL TEACHER
Peace Corps
2016 — 2018

Planned and taught math and computer courses. Oversaw the design and implementation of two community-partnered grants.

Education

MASTER OF GRAPHIC AND EXPERIENCE DESIGN
North Carolina State University
2020 — 2023

Received the faculty award for academic excellence. Completed broad design coursework, research, and a self-initiated practice in typography, user experience, service design, AI, educational multimedia, publishing, and creative coding.

B.S. IN COMPUTER SCIENCE
University of Wisconsin – Madison
2012 — 2016

Completed coursework in software development, algorithms, artificial intelligence, and mathematics. Completed a minor in studio art which included typography, drawing, and photography classes.