

Mayer Seidman

mzseidman@gmail.com | www.mayerseidman.com
(412)-427-3243

Work Experience

WhoosReading.org

2018-Present — Lead Designer

Created paywall and trial design framework throughout the product; including email marketing design, campaigns, and A/B Testing.

Led product team in design strategy and review of features created.

2015-Present — UI/UX Designer

Performed full UI and UX duties spanning the entire lifecycle of a feature (or product); from Strategy through Visual Design.

2014-2017 — Frontend Developer

Worked on front end (Javascript & CSS) projects focused on the student and teacher experiences.

Education

HackReactor

2013-2014 — Software Development

Trident University

2010-2012 — Masters in Business Administration

Rabbinical Seminary of America

2006-2012 — Bachelor of Science, Talmudic Law

Skills

UX Research, Information Architecture, Interaction Design, Visual Design, UX Writing, Email Marketing, Prototyping, CSS, Javascript-React, Ruby