

# Seth Cottle

## Product Designer

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### Experience

#### Manager, Product Design at Capital One

McLean, VA / Feb 2020 - Present

I lead a small team of designers helping incubate one of Capital One's next generation platforms, with an emphasis on building and nurturing a healthy team culture where design can lead from the front. I focus on our product value propositions, research, collaboration, and product strategy, as well as continue to contribute to the core user experience and visual design of our products. I interface directly with executive stakeholders, technical leads, and design leadership to ensure we are able to deliver products that meet core user needs.

#### Product Designer at Capital One

Senior (May 2016 - Apr 2017) / Principal (Apr 2017 - Jan 2020)

I supported the Capital One Wallet team as the Visual Design Lead for the Android application. I worked directly with executive Capital One stakeholders, product managers, engineers, and the broader design team to perform user testing and research, ideate and conceptualize new product visions, and constantly work to create an improved interface and well defined user experience and journey for Wallet customers.

I moved to Capital One Focus in 2018 as a Visual Design Lead. In April 2019 I took over as the head of design for Capital One Focus (my current role above)

#### Creative Director at ShaleApps

Greater Pittsburgh Area / Jan 2015 - Jan 2016

As a founding member at ShaleApps, I lead all of the companies creative decisions. I worked with product owners and software engineers to design the companies mobile and web experiences. Our goal was to create beautiful and meaningful products for companies within the Oil and Gas industry that could have real impact on the industry as a whole. Our custom application suites were implemented into multi-million and multi-billion dollar companies to help manage a wide range of their logistical issues in a more efficient way while streamlining the complicated processes that were once in place. *ShaleApps was quickly acquired by Hillstone Environmental in January 2016.*

### Education

#### West Virginia University

Computer Science Engineering / Incomplete

2011 - 2013

### About

I focus on helping my team define, design, and deliver great product experiences that are mindful, ethical, and equitable.

### Skills

Design Leadership

Visual Design

Design Systems

Design Thinking

Product Strategy

User Research

Figma

### Patents

US 10,645,076