

Seth Mitchell

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EXPERIENCE

Jun 2021 — Present

General Motors • Atlanta, GA

① UI Lead • Apr 2023 — Present

- Leads team through expansion into new regions across North & South America.
- Holds a deep understanding of our application and maintains responsibility for team capacity and velocity to deliver bi-weekly releases.
- Provides architectural recommendations and works closely with business stakeholders to develop and refine requirements for our product roadmap.

① UI Developer • Jun 2021 — Apr 2023

- Worked within a small UI development team to build, test, and deploy production-level code to all GM dealerships within the United States.
- Led team in design implementation while working closely with UX team in solving design problems to alleviate impacts to usability.
- Conducted research for future projects and developed proof of concepts (POCs) to determine feasibility of modular and mobile-first technologies.

Feb 2021 — Present

The Blocks • Atlanta, GA

Head of Development & Strategy

- Operates a lean startup organization architected to support a rich pipeline of digital platforms and financial resources.
- Actively developing the inaugural full-scale financial utility – Shoebox.
- Expanding The Blocks' products & services roadmap to provide a horizontally-integrated solution across an individual's financial growth journey.

Oct 2019 — Sep 2021

Compass Group • Charlotte, NC

Visual Designer, System Implementation

- Developed a new design system for the implementation of a new technology stack and learning management system (LMS), built on Drupal.
- Executed LMS layout, UI, and branding to support the company's training goals.

Sep 2018 — Oct 2019

Tesla, Inc. • Richmond, VA

Tesla Advisor, Community Marketing

- Developed marketing collateral to share with customers and prospective buyers.
- Held up-to-date, in-depth understanding of software & hardware features and nuances to be an educational resource for customers.

Jun 2015 — Aug 2018

Apple, Inc. • Richmond, VA

Visual Merchandising Specialist

- Executed retail visual merchandising resets during product launches to ensure retail demo content was correctly configured and displayed.
- Maintained expert understanding of new product and iOS/macOS software to serve as a resource for customers and the rest of my team.

EDUCATION

Aug 2022 — Present

Carnegie Mellon University

Master of Integrated Innovation for Products & Services

Class of 2026, Integrated Innovation Institute

Aug 2020 — Dec 2020

NuCamp Coding Bootcamp

Certificate in Full Stack Development

Desktop & Responsive, Honors Graduate

Aug 2014 — Dec 2018

Virginia Commonwealth University

Bachelor of Fine Arts, Graphic Design

Class of 2018, Cum Laude

PUBLISHED WORK

Launched March 2023

Compound

A simple, easy-to-use compound interest calculator — by The Blocks

[Download for iOS](#) | [Open Web App](#)

Launched June 2023

The Mitch Kitch

A private family recipe platform, built with rich features & a playful design

[View Details](#)

Coming Soon

Shoebox

An HSA utility to track, manage, and grow your account — by The Blocks

[Get Notified](#)