Seth Mitchell

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LOOKING FORWARD

My experience at the intersection of technology and design enables me to build products that customers love. With a proven track record of delivering scalable solutions and driving projects forward, I thrive on tackling complex challenges and shaping the future of digital strategies. Seeking roles that provide opportunities for leadership growth and to make impactful contributions to a company's portfolio.

EXPERIENCE

Jun 2021 — Present
General Motors • Atlanta, GA

UI Lead Apr 2023 — Present

- Leads team through expansion into new regions across North and South America, demonstrating skilled leadership in navigating complex design and technical challenges while fostering collaboration.
- Responsible for team velocity to ensure delivery of bi-weekly releases.
- Maintains culture of innovation and continuous improvement, empowering team members to embrace design-thinking practices and design scalable systems.
- Provides architectural recommendations and works closely with business stakeholders to develop and refine requirements for our product roadmap.

UI Developer Jun 2021 — *(Promotion)* 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 UI design implementation; collaborated with UX team to enhance 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

- Running a lean startup aimed at creating a range of digital applications & tools.
- Currently working on Shoebox, our first comprehensive financial tool to help people organize and maximize their Health Savings Accounts (HSAs).
- Expanding our lineup at The Blocks to offer a complete solution for individuals' financial needs, all along their journey to financial growth.

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 knowledge of Apple Hardware, Software, & Services to support customers and 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

INDEPENDENT DEVELOPMENT

Launched January 2024
The Mitch Kitch
A private family recipe platform, built with rich features & a playful design

View Details

Updated October 2023
Compound
A simple, easy-to-use compound interest calculator — by The Blocks

Download for iOS | Open Web App

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

Get Notified

EXPERTISE HIGHLIGHTS

Agile Methodologies, UX/UI Design, Full-Stack Development, Cloud Computing, Product Management, Mobile Development, Leadership/Team Management, Prompt Engineering, JavaScript, Angular, React, HTML, Python, NodeJS, CSS, SCSS, CI/CD, GraphQL, Restful APIs, Adobe Creative Suite, Sketch, Figma, VS Code, JetBrains IntelliJ, ChatGPT, Design Thinking, Jira, Confluence, GitHub, GitHub Enterprise, Notion, Azure DevOps, Firebase, Google Cloud Platform, GCP, Netlify, Stripe, Content Management Systems (CMS)