

Van Shea Sedita: Human Centered Design Leader

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Facilitator, Systems Thinker, Educator, Inventor and Empathic Instigator

I am a design lead who connects customer experience with enterprise service needs while guiding solutions that create positive change across any channel.

Career Highlights

- Collaborated on a [patent for Capital One](#), inventing a gesture-based interaction for smart home devices and individuals with special accessibility needs
- Independently developed design culture ceremonies, increasing effectiveness across 100's of siloed designers and developers
- Catalyst and stakeholder for starting User Experience curriculum for continuing education students at New York University, teaching 50+ students per year

Professional Overview

Service Design Lead, M&T Bank, August 2021 — present

- Hands-on design capability lead using systems thinking to support the federated enterprise design team
- Created approaches for qualitative and quantitative research, aligning business partners and teams, enabling the business to forecast \$3-5MM in cost savings
- Managed a design team, focusing on service and product design while ensuring psychological safety, seeing a 91% manager effectiveness rating in my first 90 days
- Established customer experience programs in Commercial Bank, coaching a successful OKR measurement for cross-functional teams

User Experience Strategist for Client Experience, Vanguard, 2018 — July 2021

- Facilitated strategy alignment on design and product vision for enterprise authentication in mobile and large-screen app, serving 3MM clients
- Directed design solutions in a dual-track agile environment for authentication and experimental omnichannel capabilities, earning \$5MM in NPV
- Created design critique culture fostering an interdisciplinary community of practice, enabling 100+ technologists, designers, and journey owners to collaborate and learn

Lead Product Designer, ConsenSys, 2017 — 2018

Strategized and implemented design to enable understanding of the Ethereum Blockchain technology capabilities through workshops that set the aesthetic and content foundations for [Token Foundry](#) and other blockchain projects.

Principal User Experience Designer, Capital One, Wilmington, DE, 2014 — 2017

- Connected business intent to customer needs with new intuitive experiences, contributing to approximately \$7M in new revenue in under 60 days
- Facilitated ethnographic studies with 30+ customers, 18 in 2 weeks, enabling one-on-one feedback and collaboration, resulting in faster research synthesis and higher-quality deliverables
- Represented Consumer Bank in [Adaptive Path.Org BarnRaise](#), and speaking engagements leading to mentorship and recruitment opportunities

Adjunct Instructor & UX Curriculum Advisor, New York University, 2009 — 2016

- [Curriculum developed](#) for continuing education courses in under 60 days
- Taught, facilitated, and or served as program judge for UX Design and Visual Design

Certifications

Human Factors International: Certified Experience Analyst, Certified Usability Analyst
Luma Institute: Certified Facilitator

Volunteer Experience

National Alliance on Mental Illness, Delaware: Board Member 2016 — present

Education

B.F.A. in Communication Design; Pratt Institute; Brooklyn, New York - October 2002
B.A. in Liberal Arts; Hofstra University; West Hempstead, New York - June 1998