

**VAN SHEA SEDITA, CUA, CXA**  
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*Accomplished human-centered designer, enthusiastic leader, compassionate educator and perennial learner. Versatile craftsman and thinker, facilitating solutions for positive change through empathy-driven ideas.*

## Certifications

- Human Factors International: (CXA) Certified Experience Analyst, License #2014-281, September 2014
- Human Factors International: (CUA) Certified Usability Analyst, License #2014-4899, May 2014

## Experience

**Lead Product Designer, ConsenSys**  
December 2017 — present

- Strategizing design execution to enable understanding of blockchain technology offerings and capabilities
- Create branding, interface and tone and personality communications, graphics and holistic design direction through workshop facilitation and design research

**Principal User Experience Designer, Capital One**  
Wilmington, Delaware; 2014 — December, 2017

- Connected business intent to customer need, developing new multi-million-dollar revenue streams
- Led cross-functional team in the design and building of a unique idea through to the filing of a non-provisional patent in artificial intelligence
- Facilitated ethnographic studies with customers, enabling one-on-one feedback and collaboration resulting in quicker research synthesis and higher quality deliverables
- Fostered an innovative design and business community, connecting real-time expertise through collaboration techniques that empower other associates to enhance their current projects, perspective, and day-to-day abilities
- Established and maintained cost and time sensitive design education program useful across lines of business, and functions
- Humanized data to align analytics to personas and assumptions, enabling more precise strategies and design deliverables

- Representing Consumer Bank in various public charitable events, including an Adaptive Path.Org BarnRaise, and speaking engagements leading to mentorship and recruitment opportunities

### Adjunct Instructor & UX Curriculum Advisory Board, New York University New York; 2009 — 2016

- Curriculum developed for UX Certificate, UX Diploma and UX Intensive programs as well as industry panelist and mentor for professional development students
- Online and In-Person Instructor, Facilitator and Program Judge for UX Design and Visual Design courses

### UX and Brand Designer, Van Shea Creative New York; 2001 — 2014

- Managed, consulted and produced work with a variety of corporations, startups and agencies. Work included UX design and research, CSS / HTML, brand strategy, and visual design for print and web.
- Clients included IBM, Johnson Research Labs, Annalect, McKinsey & Company, KPMG, and Adamant Technologies

### UX School Co-Founder & Facilitator New York; 2013 — 2015

- Established a highly popular program to help UX designers build their skills and portfolio through hands-on workshops, one-on-one critiques and lectures from leaders in the field

### Design Lead, SiteSimon & Get Maid New York; 2011 — 2013

- Led UX design to secure series A and B funding from investors
- Facilitated research and creation of tone and personality guide as well as personas and style guides
- Designed complete web experience, brand strategy, and promotional goods
- Hand-coded HTML / CSS for prototype to speed the minimal viable product creation

### Design Lead / Executive Creative Director, House Party Irvington, New York; 2009 — 2011

- Created a unique and holistic social media presence via Facebook, email marketing and the creation of @housepartyfun which today boasts 54,000 followers
- Effective and personable manager of a creative team of writers, bloggers and designers in client branding and new business development; client list included PlayStation, Microsoft, Kraft, Unilever, and many more

### Creative Director, Empress Media Asset Management New York; 2007 — 2008

- Designed complete user experience for ASP.Net DAM software
- Rebranded web, print and merchandise materials, leading to new products and diversified sales channels
- Managed interior design and renovation of new office space, as well as new sales and event materials targeting clients such as NBC and CBS

### Art Director, Pace Advertising New York; 2002 — 2007

- Strategized and designed multimedia campaigns for corporate home builders
- Created digital illustrations, Flash animations and retouched photos
- Troubleshoot pre-press errors, alleviating tech support intervention

### Production Manager / Intranet Manager, Fusebox New York; 1999 — 2001

- Architected, and supplied front-end design for intranet
- Produced and maintained client multimedia websites
- Managed production department staff and supplies utilizing AGFA RIP and CMYK match print production
- Maintained internal file servers and office technology

### Production Designer, Global Computer Supplies New York; 1998 — 1999

- Created print catalog promotional designs using Illustrator and QuarkXpress
- Helped maintain quality control and production standards

- Designed typography and color standards, templates and brand styles

### Designer & Interim Production Manager, Tagg Graphic Productions Roslyn, New York; 1996 — 1998

- Cut rubylith film, produced vinyl typography and silkscreen type for point of purchase displays for a variety of clients including Chase Manhattan Bank
- Transitioned to computer friendly production process
- Maintained quality control and production standards
- Helped managed production staff of eight

### Volunteer Experience

#### Advisory Board Member, National Alliance on Mental Illness, Delaware; 2015 — present

- Assisting the [NAMI Board of Directors](#) in marketing and fundraising efforts

#### Chair and Convener of Wellness Center Red Clay Creek Presbyterian Church; Wilmington, Delaware; 2015 — 2017

- Established the foundation for Red Clay's new Wellness Center by leading design thinking workshops, establishing volunteers' roles and responsibilities, organized meetings, and facilitated the establishment of new by-laws that govern the Wellness Center, its scope and expectations of the community and church

### Education

- 2003 B.F.A. in Communication Design; Pratt Institute; Brooklyn, New York
- 1998 B.A. in Liberal Arts; Hofstra University; West Hempstead, New York

### Skills and Interests

Design, Empathy, User Research, Persona Creation, Facilitation, Education, Journey Mapping, Art Direction, Branding, Systems Thinking, Yoga