RON M. SEIDEL

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EXPERIENCE

Publicis Sapient · Lead Product Designer (Staff-level IC) **Dec 2023 – Present**

One of two lead designers on a wealth advisor platform spanning prospecting, onboarding, and account management—primary designer on multiple core products and initiatives.

- Increased digital account openings from <50% to 95%+, and usage of prospecting tools by 200%
- Led design for flagship 2025 initiative, eliminating ~11K manual emails through a fully digital flow
- Standardized designs and interaction patterns expected to reduce development time by 25%+
- Digital team's efforts projected to deliver 5–10x account growth by 2027
- Received an internal award for excellence in creativity, visual communication, and craft

Expero · Senior UX Designer **Sep 2021 – May 2023**

Designed for professional, expert users in finance, logistics, government, and IT. Direct client collaboration across industries, leading discovery and translating complex technical requirements into usable systems.

- Led UX redesign of a funds management system handling tens of billions in daily rebalancing. Reduced clicks by 75%, cut fund creation time by 1.5 hours, and reduced errors by 99%+
- Identified a missing maker-checker control during redesign that would have allowed a single user to unilaterally move billions in assets without oversight; flagged and resolved before launch
- Introduced a novel maker-checker pattern, improving operational confidence and auditability
- Prototyped AI-assisted OCR document redaction for government case management software
- Led future-state design vision for SecureLink's SaaS suite, contributing to its acquisition

Prudential Financial · Manager, UX Design (IC) **Sep 2017 – Sep 2021**

Designed enterprise and customer-facing platforms across group insurance, disability benefits, and retirement services. Promoted twice: from contractor to FTE to manager. Projects spanned internal tools, B2B, and B2C.

- Led UX across employer portals, employee self-service tools, and benefits management
- Built a high-fidelity prototype that retained a world-class healthcare institution representing hundreds of millions in assets under management
- Received 6 Impact Awards for driving meaningful product, user, and business outcomes
- Elevated team-wide design quality through critiques, mentorship, and standards

DMW&H · UI/UX Designer & Developer **Jan 2014 – Jan 2017**

Designed and built real-time operational software for large-scale distribution centers across the U.S.

- Redesigned reporting suite for warehouse workers and executives, enabling faster decision-making across 25 implementations nationwide
- Designed UIs for high-throughput, mission-critical workflows in 24/7 operational environments
- Wrote SQL for 40+ operational reports and led training sessions on system usage

Racy Sides · Designer & Developer **Jan 2012 – Jan 2014**

Designed and built responsive websites and digital products for small businesses and creatives.

- Delivered UX, UI, and front-end—hand-coding custom CMS templates and responsive layouts

OVERVIEW

I'm a Staff-level product designer with 13+ years leading end-to-end UX for complex, data-rich platforms in finance, insurance, logistics, cybersecurity, and healthcare.

I use AI tools daily to prototype and build software. And I elevate quality beyond my own work through critiques and mentorship.

EXPERTISE

Complex Systems & Data-Rich Interfaces · AI-Driven Product Design · Enterprise & Platform UX · Workflow & Interaction Design · Design Systems · Figma · Framer · Prototyping & Usability · Accessibility · Dev-Ready Handoff · Client-Facing Discovery & Delivery

RECOGNITION

Asset Management Visual Design Award
Dec 2025

Prudential Impact Awards (6×)
2017–2021

EDUCATION

Bachelor of Arts
Interactive Multimedia

The College of New Jersey
2011