

RON M. SEIDEL

Lead Product Designer · NYC + NJ · hello@ronseidel.com · rontheron.com/ux · linkedin.com/in/ronseidel

SUMMARY

Product designer with 13+ years leading end-to-end UX for complex, data-rich platforms in finance, insurance, logistics, cybersecurity, and healthcare. Currently embedded at a top-tier global investment bank through Publicis Sapient, designing workflow-heavy tools for portfolio management, fund operations, and reporting. My work turns complex financial processes into clean, efficient interfaces that prevent costly errors and accelerate decision-making.

I build and scale component-based design systems in Figma, ship fast alongside product and engineering, and prototype interactions at a pace most teams haven't seen — estimated at 8–10x faster than pre-Figma workflows. I'm comfortable in HTML, CSS, and JavaScript, and I use that fluency to close the gap between design intent and production output. I also leverage AI tools daily to accelerate prototyping, research, and iteration.

I elevate quality beyond my own work through critiques, mentorship, and shared system patterns. I'm looking for a high-ownership role where I can build design culture, move fast, and shape a product end-to-end.

EXPERTISE

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

EXPERIENCE

Publicis Sapient · Lead Product Designer (Staff-level IC)

Dec 2023 – Present · New York City

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 boosted prospecting tool usage by 200%+
- Led design for flagship 2025 initiative, eliminating ~11K manual emails through a fully digital flow
- Standardized designs and interaction patterns that are expected to reduce development time by 25%+
- Digital team's efforts projected to deliver 5–10x account growth by 2027
- Received an internal Visual Design Award for excellence in creativity, visual communication, and craft

Expero · Senior UX Designer

Sep 2021 – May 2023 · Remote

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 complete UX redesign of a legacy 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 workflows for government case management software
- Led future-state design vision for SecureLink's SaaS suite, contributing to its acquisition by Imprivata

Prudential Financial · Manager, UX Design

Sep 2017 – Sep 2021 · New Jersey

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, benefits management, and scheduling
- Built a high-fidelity prototype that retained a world-class healthcare institution representing hundreds of millions in assets under management
- Received 6 Prudential Impact Awards for driving meaningful product, user, and business outcomes
- Elevated team-wide design quality through critiques, mentorship, and shared patterns and standards

DMW&H · UI/UX Designer & Developer

Jan 2014 – Jan 2017 · New Jersey

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 · New Jersey

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

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

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