

Seth Kessler

Greater Boston Area • 516-384-3211 • sethkessler@gmail.com

Portfolio: sethkessler.com

Summary

Staff UX/UI Designer with 10+ years of experience designing end-to-end digital products across automotive, mobile, and web. Expert in user experience strategy, design systems, and cross-functional leadership. Proven ability to deliver scalable, high-impact product experiences.

Core Skills

UX/UI Design • Product Design • Design Systems • User Research • Journey Mapping • Designing with Claude • Codex • Interaction Design • Prototyping • Automotive UX (Android Automotive OS, CarPlay, OEM Platforms) iOS • Android • Responsive Web • Figma • Sketch • Adobe CC • Jira • Lucidchart

Experience

SiriusXM — Staff UX/UI Designer

2018 – Present

- Leads UX/UI feature design for in-vehicle and cross-platform audio experiences
 - Lead discovery/recommendation design for 2026 nextgen automotive audio platform
 - Built scalable design systems, including Tesla in-vehicle UI library
 - Led mobile app redesign, improving usability and consistency
 - Designed future-state vehicle concept adopted by executive leadership
 - Partnered with product, engineering, and research to deliver user-centered solutions
-

iCrossing — Senior Art Director

2016 – 2018

- Led digital design for major brand campaigns across web, social, and video
- Mentored designers and elevated team output quality
- Delivered end-to-end creative for clients including Amazon and AT&T

AKA — Digital Art Director

2014 – 2016

- Designed branded websites and digital campaigns for entertainment clients
- Led design team under tight deadlines
- Created interactive and animated ad experiences

Publicis — Senior Designer

2011 – 2014

- Designed multi-platform campaigns for major brands including Honda and Merck
- Collaborated with UX teams on responsive web and mobile experiences

Education

Carnegie Mellon University — BFA, Electronic Media

Additional

- Volunteer Photographer, AIPNO Medical Mission (India)
- Work published by Al Jazeera, Daily Beast, & Rotarian Magazine