

Brett Sebbio

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Recent Experience

Senior User Experience Designer, Marketing

November 2014 – Present

TradeKing

Charlotte, NC

Led the user experience team, working to establish a culture of design thinking at TradeKing. Designed the experience of TradeKing's software platforms, marketing programs, and acquisitions to create a seamless experience across multiple touchpoints. Worked across TradeKing, TradeKing Advisors, TradeKing Media, TradeKing Forex, and MB Trading brands.

- Designed the second-generation experience of TradeKing LIVE, TradeKing's responsive trading platform, helping lift client transactions by 8% on desktop and 34% on mobile.
- Ran TradeKing user research and usability testing efforts. Segmented prospects and clients by psychographics, increased overall acquisition conversion by 44% and funded accounts by 11%.

User Experience Designer, Marketing

February 2013 – November 2014

Sterling Jewelers

Akron, OH

Improved customer experience across Sterling's digital ecosystem and designed new digital products. This includes products for Kay Jewelers, Jared the Galleria of Jewelry, Zales, and ten other regional brands. Revenue increased by \$15 million across all E-Commerce sites in 2013 and \$30 million in 2014.

- Integral part of a small team that launched Jewelry Wise, which won an IMA "Best in Class" award for 2014 and increased the average order value of educated customers on Sterling's commerce websites by 110%.
- Established a user centered design process that integrated our core advertising, digital marketing, and brand strategies. Accomplished my objective of increasing our conversion rates on Kay and Jared by 100%. Combined conversions across all commerce sites increased by 67%.

Product Experience Analyst, R&D

February 2011 – February 2013

Easy2 Technologies

Cleveland, OH

Improved the customer experience of multiple SaaS platforms and designed new SaaS products in an agile environment. Platform updates increased revenue by \$1 million in both 2011 and 2012.

- Led and managed an agile development process that focused on rapid product iterations and

mobile-first design. This process emphasized clear communication and collaboration between stakeholders, design, and development and increased the R&D group's output by 400%.

- Designed Easy2's first mobile and tablet SaaS products.

Designer, Interactive Development

July 2008 – February 2011

Easy2 Technologies

Cleveland, OH

Designed and created content for clients using Easy2's proprietary SaaS platforms.

- Created custom interactive designs and projects that increased user engagement by an average of 30%.
- Researched, implemented, tested, and measured new ways to increase user engagement.

Education

Visual Communication Technology

August 2004 – May 2008

B.S. in Technology, Bowling Green State University

Bowling Green, OH

Visual Communication Technology is an interdisciplinary program that focuses on problem solving through design across a wide array of technologies. We were taught how to apply user centered design solutions to business problems by using systems to influence user behavior. In addition to design, coursework included material on business, marketing, entrepreneurship, and persuasion.

Skills

Proficient in:

- Product Design (Desktop, Mobile, Tablet, App, Enterprise, SaaS Platform)
- Interaction Design, Information Architecture
- Visual/Graphic Design
- User Research, Usability Testing, Analytics
- Usability Testing
- Audio and Video Production (Storyboarding, Photography, Videography, Editing, Motion Design, Animation)
- Agile Methodologies (Lean, Scrum, Kanban)
- Mobile-First Responsive Design
- Presentations
- Product and Project Management

Knowledge of:

- Creative Direction
- Digital Marketing (Affiliate, CPC, SEO, Content)
- Marketing Strategy
- Front End Development (HTML/CSS/JQuery/Flash)
- Content Management Systems
- Copywriting
- QA



About Me

I design experiences that motivate users to take specific actions. I enjoy the challenge of designing a product that meets business goals while providing the user with a meaningful experience.

I am a results-driven person who is a team player and a good writer. I can comfortably communicate in business, technical, or customer-centric language and take pride in being a professional, every day.