BRETT SEBBIO EXPERIENCE ARCHITECT

I currently work for TradeKing, a brokerage in Charlotte. I design experiences that motivate users to take specific actions.

CORE SKILLS

EXPERIENCE
The fundamental disciplines of user experience - information architecture and interaction design. How can we organize the information to fit the mental model of our users? How can we design interactions that are usable across systems and time? How can we influence a user to take a specific action? How can we communicate the opportunity cost of actions that are not taken? How can we drive the vision of a product or service?

RESEARCH & ANALYSIS
If we gather data and looking for insights, can we begin to understand our users? How can we use both quantitative and qualitative data to learn? How can we move the organization past demographics and begin using psychographics?

STRATEGY
What are our goals? Our vision? How can we position ourselves to achieve them? What are the expected outcomes? Are we flexible enough to pivot if needed?

CREATIVE
What combination of visual design, motion graphics, and copy will communicate the intended message to our users? How can we infuse emotion into our work? How can we solve other people's problems with creativity?

PHILOSOPHY

CONTEXT
Everything has a context, and the resulting frame defines our course of action.

EMPATHY
We cannot solve a user's problem unless we are sympathetic to their needs.

INFLUENCE
Using psychology as a guide, we can understand why people behave in certain ways and and guide them to where they need to be.

STORIES
We can't design how a person experiences an event, but we can design the framework in which they experience it.
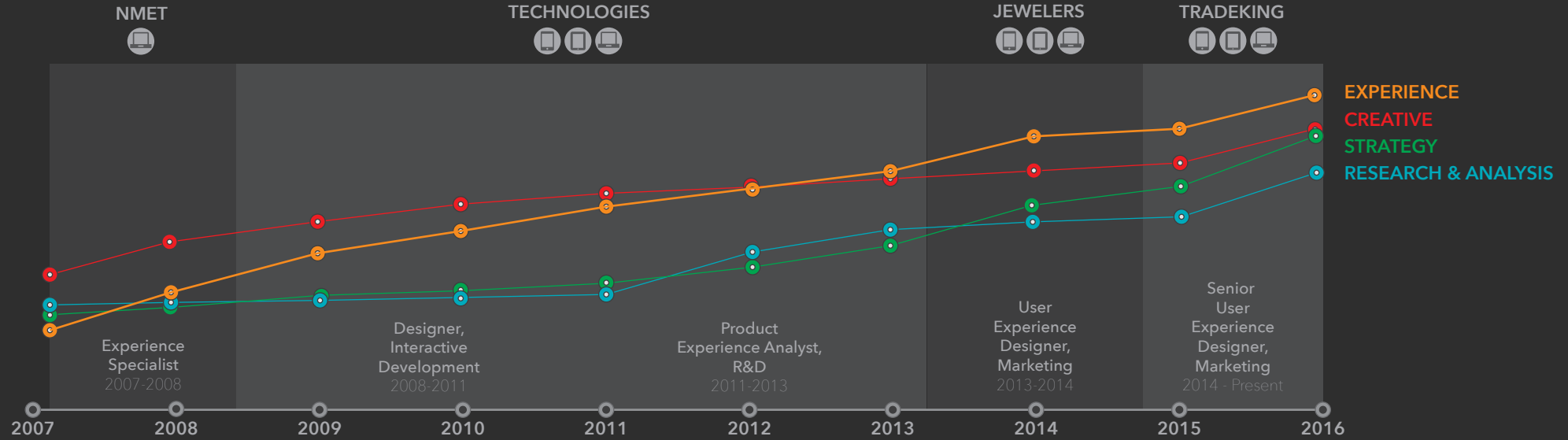
SYSTEMS
Systems allow us to test and measure our work and ourselves, and to develop processes which replicate results across products, services, marketing, and branding.

USERS
By studying, learning from, and establishing trust with our users, we can create something that they will use, love, interact with, and share.

CAREER

NMET · EASY2 TECHNOLOGIES · STERLING JEWELERS · TRADEKING

EXPERIENCE
CREATIVE
STRATEGY
RESEARCH & ANALYSIS

Experience Specialist 2007-2008

Designer, Interactive Development 2008-2011

Product Experience Analyst, R&D 2011-2013

User Experience Designer, Marketing 2013-2014

Senior User Experience Designer, Marketing 2014 - Present

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

SOFT SKILLS

24% PROBLEM SOLVING

24% PRODUCT MANAGEMENT

24% STRONG LEADERSHIP

24% POWERFUL STORYTELLING

4% WATCHING FOOTBALL

INDUSTRY EXPERIENCE

Software (SaaS)
E-Commerce (Retail)
Financial Services
Specialty Jewelry
Home Improvement
Consumer Electronics
Sporting Goods

TradeKing · TradeKing forex · TK connect · WELLS FARGO · BEST BUY

TradeKing advisors · TradeKing media · PETSMART · CVS/pharmacy

DEWALT · TOMTOM · DICK'S SPORTING GOODS · STAPLES

JARED The Galleria Of Jewelry jared.com · KAY JEWELERS OUTLET · JEWELRY WISE EXPERT SOURCE FOR JEWELRY ADVICE

ZALES THE DIAMOND STORE · KAY JEWELERS Every kiss begins with Kay · LOWE'S