

Seth M. Weismer

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I'm a UX architect, interaction designer, user researcher, and team leader with over 20 years of experience. I lead cross-functional design teams in the delivery of intuitive, engaging Web and mobile experiences.

Strengths

- Defining project approaches and operational models for cross-functional UX teams
- Architecting UX design solutions for large scale, global, responsive Web sites
- Taking a customer-first approach via user research and site analytics
- Transforming complex business, technology, and brand requirements into simple customer solutions
- Producing detailed, high-quality UX deliverables that communicate design intentions to stakeholders and developers
- Working in cross-functional Agile teams (design, development, and authoring) to deliver end-to-end business value
- Fostering the collaborative stakeholder and team relationships necessary to build bridges, navigate challenging situations, and ensure project success

Skills

Strategy

- Requirements gathering
- UX planning & roadmaps
- Stakeholder relationships
- Customer advocacy
- Complex problem-solving

Interaction Design

- Wireframes (Axure)
- User flows
- Site maps
- Information architecture
- Functional prototypes
- Functional specifications
- CMS component-based design
- Responsive design
- Global design
- Web accessibility

Research

- Customer journey analysis
- Surveys
- Competitive analysis
- Card sorting
- Tree testing
- First-click testing
- Usability testing
- Site experience optimization (A/B testing)
- Site analytics

Cross-functional Team Leadership

- Agile methodologies
- Team building
- Written & oral communications
- Solution negotiation
- Adaptability to changing project situations

Experience

Bose Corporation, Framingham, MA

2010-Present

UX Capability Lead, Bose.xx

2016-Present

UX/Design Lead for a shared-services group that provides design deliverables to cross-functional Bose.xx Agile delivery teams. Responsible for architecting and owning the user experience across the entire site, with an ongoing focus on core site capabilities and continuous improvement against business and customer KPIs.

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UX Product Owner/Team Lead, Global Digital Program

2014-2016

Product Owner and Team Lead for the User Experience team on the Global Digital program, a multi-year initiative to unify Bose's scattered portfolio of regional Web sites onto a single digital platform, with the goals of providing global functional parity, consistent brand and product messaging, and business self-service capabilities.

Sr. Usability Specialist & Interaction Designer, Online Commerce Group

2010-2014

Senior Usability Specialist and Interaction Designer within the Online Commerce Group. Responsible for re-establishing the user research and testing program for Bose.com, leading the UX team through site redesigns, taxonomy updates, and other improvements, and maturing our team's UX process.

CSC (now known as DXC), Waltham, MA

1996-2010

Principal Consultant, Usability Architect

1998-2010

Consulting for the User Experience team, designing and delivering Web-based user experience solutions for CSC clients. Wide experience in both design and usability engineering across many industries and solution types.

Senior Web Developer, Onward Technologies, Natick, MA (acquired by CSC in April 1998)

1996-1998

Worked as part of the user experience team, primarily as a front-end Web Developer (HTML, CSS), but with a focus on usability and user interface design. Established the company's first usability testing capability.

Education

Bachelor of Science in Engineering Psychology (Human Factors Engineering)
Tufts University, Medford, MA - 1996

Portfolio available at: <http://www.sethweismer.com>