

# Christopher Seeds / Experience Designer

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## INDUSTRY EXPERIENCE

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### **UX Design Intern – Microsoft** (Redmond, WA)

Jun 2017 – Sept 2017

Working with the Hololens team to define innovative experiences for augmented and virtual realities. Work included broad ideation and leading team brainstorming to prototyping and testing design experiments. Prototyping involved working with an interdisciplinary team of 3D artists, animators and engineers. All experiments were tested with internal teams at different stages of the projects in order to validate design decisions and provide insights into possible directions of future experimentation.

### **Product Designer – Free Association** (New York City, NY)

Jul 2015 – Sept 2016

Work ranged from early ideation and exploration of a new digital product, to creating a design system for a top-tier collegiate newspaper, to creating a global experience for an international credit card company. The design process relied on fast sprints where ideas were flushed out quickly and iterated upon. This sprint process allowed for rapid idea validation through various types of prototyping.

### **Lead Mobile Product Designer – Plated** (New York City, NY)

Jun 2014 – Jul 2015

Projects ranged from proprietary internal software to a complete iOS application design. Once launched, projects were monitored for performance, and iterated on based on a KPI (key performance indicators) that was assigned on a quarterly basis. All projects were approached from a discover/design/prototype/test/develop cycle. The design cycle was made up of hand sketches, low fidelity wireframes, interactive prototypes, animation prototypes, and full production ready design files. Also lead design critiques and mentorship for junior designers.

### **Interaction Designer – Findaway** (Cleveland, OH)

Nov 2011 – May 2014

Duties included information architecture planning, user experience mapping, user interface design and the visual design of the brand in the digital space. Work ranged from landing pages, e-commerce architecture, mobile app designs and prototypes, email campaigns. Managed and mentored junior designers and interns.

## EDUCATION

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### **Master of Design** **University of Washington**

(Seattle, WA)  
Sept 2016 – Jun 2018

*Top Scholar Award*

*2018 de Cillia Teaching  
with Excellence Award*

### **Bachelor of Fine Arts** **Visual Communication Design** **Kent State University**

(Kent, OH)  
Aug 2006 – Dec 2010

*Cum Laude*

## SPEAKING

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### **Design Industry Round Table** (Seattle, WA) – Nov 2017

### **UW Design Pecha Kucha** (Seattle, WA) – Oct 2017

## TECHNICAL SKILLS

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### **Design Software**

InDesign  
Photoshop  
Illustrator  
Sketch  
Balsamiq

### **Prototyping Tools**

Quartz Composer  
FramerJS  
InVision  
Principle App  
After Effects

### **Development Tools**

Git/GitHub  
HTML5/CSS3  
Bootstrap/Foundation  
Wordpress

## PROFESSIONAL EXPERIENCE CONTINUED

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### **Graphic Designer – Louis & Partners Design** (Akron, OH)

Dec 2010 – Nov 2011

Responsibilities included print and interactive design. Work included brand collateral, brand strategy, identity design, annual reports, and websites.

## ACADEMIC & RESEARCH EXPERIENCE

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### **Research Assistant – University of Washington** (Seattle, WA)

Dec 2017 – Jun 2018 and Mar 2017 – Jun 2017

Designer and researcher on the multi-university research project focusing on cognitive behavioral therapy through motivational interviewing. The system uses machine learning models to label important features of the interaction between a therapist and client (Was this a reflection? an open question? How empathetic was the therapist?) and then turns all of this information into a friendly feedback tool. My work as focused on the visualization of the data and the experience of recording an interview session.

### **Teaching Assistant – University of Washington** (Seattle, WA)

Sept 2017 – Dec 2017

Assisted professor of Intro to Human-Computer Interaction course in the Paul Allen School of Computer Science and Engineering. Responsibilities included leading weekly critique session, updating the course website, and grading assignments. Objectives of the junior-level course were to introduce engineering students to the iterative design process and provide a foundation in HCI.

Mar 2017 – Jun 2017

Assisted professor for Design Foundations course in the Division of Design within the School of Art, Art History and Design. Responsibilities included leading weekly critique session, updating the course website, and grading assignments. Objectives of the freshman-level course were to introduce students to the foundations of design.

Sept 2016 – Dec 2016

Assisted lecturer of record for Visual Communication in Human Centered Design and Engineering course. Responsibilities included leading lectures, planning course work, facilitating critiques, and grading assignments. Objectives of the junior-level course were to introduce Human Centered Design and Engineering students to the foundations of visual communication design within the digital space.