Hi, I'm Seth Cottle

Product Designer

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About Me

I approach my craft with details and efficiency top of mind. I've spent the last 8+ years focusing on visual design, design systems, and tooling. As an individual contributor and people leader, helping my teams deliver experiences that are inclusive, equitable, and accessible hold near to my heart. I work towards creating open spaces where individuals can find comfort amongst each other to solve the most challenging problems together while also building an environment where design can lead from the front and most importantly, working towards finding opportunities for myself and my team to grow as leaders and lean into the individual skills that make us the experts we are.

Experience

Product Design Lead at CLEAR

Principal Product Designer (Feb '22 - Present)

My first year at CLEAR, I led efforts for a new Partner based ecosystem finding ways to manipulate our data streams and turn them into usable insights for our business partners while also giving those partners and external developers the tools they need to integrate with CLEAR. Today, I am the design lead for our Aviation and Travel team, which is the core of CLEAR. I focus on crafting experience for CLEAR Plus members engaging with our enrollment and verification kiosks across 50+ airports, our CLEAR TSA PreCheck® enrollment kiosks, our member services capabilities, internal tooling for our aviation team and stakeholders, and companion applications for our CLEAR Ambassadors to use in lanes to help enhance operational efficiency and security in CLEAR lanes

Product Design Lead, Design Systems at Ellucian

Senior Principal User Experience Designer (March '21 - Feb '22)

Leading User Experience for the Ellucian Path Design System, I focused on scaling and maturing the design system to meet the needs of our partner teams and maximizing the value of our design system for our UX team. Rolled out Figma to our organization, reducing our tool usage from 3 separate tools to help reduce workload and increase efficiency. Built and maintained 7 comprehensive from-scratch Figma Libraries that leveraged the latest of Figma's offerings encompassing our foundational and extended design systems. Authored extensive text and video documentation for Figma, facilitating easier adoption and use within our UX team

Product Design at The Capital One Lab

Manager, Capital One Enterprise Experiences (Nov '20 - March '21)

Product Design Lead at The Capital One Lab, exploring the intersection of emerging technology and finance to build innovative products to address Capital One's most challenging issues while prioritizing customer perspectives. I was part of our Design Leadership Team, performed as an individual contributor for fast paced design sprints, as well as continued with people management in The Lab.

Manager, Product Design at Capital One

Senior (May '16 - Apr '17) / Principal (Apr '17 - Jan '20)) / Manager (Feb '20 - Nov '20)

I supported the Capital One Wallet team as the Visual Design Lead for the Android application until January 2018. I moved to Capital One Focus in 2018 as a Visual Design Lead. In April 2019 I took over as the Head of Design for Capital One Focus, leading a small team of 3 incubating one of Capital One's next generation platforms, with an emphasis on building and nurturing a healthy team culture. I focused on our product value propositions, research, collaboration, and product strategy, as well as continued to contribute to the core user experience and visual design of our products and design systems.

Creative Director at Vorto

Manager (Jan '15 - Jan '16) / Acquired '16

As a founding member at Vorto (formerly known as ShaleApps), I lead all of the creative efforts with the goal to create meaningful products for companies within the Oil and Gas. Our custom application suites were implemented into multi-million and multi-billion dollar companies. I focused on research, product strategy, and UX/UI design to bring life to a suite of products across Android, iOS, and web.

Education

West Virginia University

Computer Science Engineering / Incomplete

2011 - 2013

Skills

Design Leadership   UI / Visual Design   Design Systems   Design Thinking   User Research

Product Strategy   User Research   Figma   FigJam   UX   Content Strategy

Patents

US 10,645,076

Automatic Identity Management with Third Party Service Provider

Issued May 5, 2020

Pending Patents

US 16/818732

Using Spending Habits to Optimize Route In-Store

Published March 13, 2020

US 16/826860

Card Rewards Trigger Automatic Online Order

Published March 23, 2020

Publication Pending

Systems and Methods For Account Status Monitoring

Filing Date of September 15, 2022

Things That Bring Me Joy

Spending time with my wife, our dog, and our two cats. I also enjoy PC gaming (I'm a competitive player who typically ranks in the top 10% of games I play), movies, binge-watching television shows, kayaking, hiking, cocktails, and a newfound enjoyment for cooking.