Seth Hill

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EXPERIENCE

Axos Financial (2019 –Current) First Vice President, Head of Design
Created a data driven user centered design and research operation
- Head of Design for all things: banking, investing, and advising. Implementing web and app solutions encompassing consumer facing products, enterprise solutions, and back office tools
- Established design research as a thriving service supporting all business units
- Created digital asset strategies using personas and data driven metrics
- Procured design tools, design systems, human interface specifications/guidelines, and associated processes
- Fostered a culture of constant improvement with goals tied to innovation, timeliness, and quality
- Implemented KPI's and strategic benchmarks for digital experiences and employee productivity/velocity
- Defined strategic processes for design, user research, project planning, and road map contribution
- Designed roles and responsibilities and growth paths for all Design team contributors

Blink UX (2018 –2019) Head of Research
San Diego studio Head supporting Amazon, Microsoft, Facebook, Service Now, and more
- Products we researched: Oculus, Microsoft Edge, Amazon Twitch, Amazon Echo, and many more.
- Established a UX Research presence and sustainable revenue for the San Diego studio
- Managed a usability lab build out, two state of the art labs in a super cool studio
- Built a team consisting of managers, individual contributors, and supporting freelancers
- Defined strategic processes for design and user research
- Designed roles and responsibilities for research and operations staff
- Established a strategic network of research vendors

Sony Interactive Entertainment (2013 –2018) Senior Manager, UX Research and Insights
Established the PlayStation console UX research team
- Managed visual and interaction designers working on streaming gamming
- Established a UX research team of 12 individual contributors supporting all Playstation core verticals
- Managed a 3.5-million-dollar annual vendor budget for research on the Playstation console
- Developed UX research strategy and roadmaps for several business verticals and products
- Fostered strategic partnerships with Marketing, Product, Engineering, and Business Intelligence.

CareFusion (BD) (2012- 2013) Manager, Conceptual Product Design
Hired as a Principal Designer, promoted to Product Design Manager
- Managed design and user research for the dispensing product lines
- Established processes for user research and user testing
- Created and delivered information architecture, site maps, wireframes, assets, prototypes
- Executed research projects varying from stakeholder interviews to user tests

Sony Electronics (SEL) (2006 - 2012) Staff Human Factors Engineer
Designed Amazon Prime Video (formally Bravia Internet Video) and the first generation "Smart TV"
- Lead UX designer on solutions released for, BRAVIA TV, Blu-Ray, and other web and embedded systems:
  - YouTube, Video Explore, Video Player, Media File Aggregator, Google TV, App Store, Sony Developer Online, Sony Fitness and Wellness
- Defined processes, schedules, and milestones for artwork and GUI design deliverables
- Represented Sony as a usability evangelist in business partner negotiations and strategy meetings
- Managed user research and design vendors
- Established processes for user research and user testing

Kyocera (2005 - 2006) Senior Human Factors Engineer
Lead Human Factors Engineer for CDMA solutions spanning Virgin Mobile, Alltel, and Verizon

Qualcomm (2004 - 2005) Senior Human Factors Engineer
Designed the digital camera, calendar, media player, and a settings app for a Smart Phone

Calamp (2004 - 2004) Usability Engineer
Designed and conducted usability tests on the Hewlett Packard web portal

Wind River Systems (1999 - 2004) Human Factors Engineer
Proposed and designed DirectTV set-top-box GUI look and feel

EDUCATION

Formal Education
- Mesa College, AA, Liberal Arts
- San Diego State University, BA, Applied Art

Certificates and Training
- NNG UX Certified
- Management and other training – Carnegie, UCSD Extension, Duarte

US PATENTS

1. **Communication signal strength display for TV internet adapter**
   Patent date Issued Sep 5, 2015, US 9137527 B2
2. **Substituting touch gestures for GUI or hardware keys to control audio video play**
   Patent date Issued Jun 2, 2015, US 9047005 B2
3. **Dynamic iconic setting indicator**
   Patent date Issued May 12, 2015 US 9032293 B2
4. **Training for substituting touch gestures for GUI or hardware keys to control audio video play**
   Patent date Issued Mar 24, 2015, US 8990689 B2
5. **Method and system for invoking an application in response to a trigger event**
   Patent date Issued Mar 10, 2015, US 8978047 B2
6. **Initial setup with auto-detection, contextual help and advertisement space**
   Patent date Issued Nov 4, 2014, US 8881016 B2
7. **Minimal and preferential option user interface**
   Patent date Issued Jun 17, 2014, US 8756502 B2
8. **Method and system of providing interactive information**
   Patent date Issued Oct 3, 2013, US 20130260360
9. **TV Widget Animation**
   Patent date Issued May 15, 2012, US 8181120
10. **Minimal and Preferential Option User Interface**
    Patent date Issued Mar 8, 2012, US 20120060088
11. **GUI with dynamic thumbnail grid navigation for internet TV**
    Patent date Issued Sep 14, 2010, US 7797713
12. **Up next video guide for tv video player**
    Patent date Issued Jul 30, 2009, US 20090193464