

Seth Mitchell

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PROFILE SUMMARY

I'm a product innovator with roots in design, development, and strategy. My experience building digital products at companies like GM, Tesla, and Apple has equipped me to bridge the gap between design, engineering, and business goals. I'm now focused on roles that combine creativity and leadership — guiding teams to develop meaningful, scalable, and human-centered products.

Pursuing my Master's in Integrated Innovation for Products & Services at Carnegie Mellon, I'm passionate about blending strategy, technology, and design to develop engaging digital experiences.

EXPERTISE HIGHLIGHTS

Product Management, Product Innovation, Roadmap Development, Design Thinking, Agile Delivery, Cross-Functional Collaboration, Stakeholder Alignment, UX/UI Design, Interaction Design, Prototyping, Brand Development, Visual Design, Design Systems, Figma, Adobe Creative Suite, Sketch, Front-End Architecture, Full-Stack Development, JavaScript, React, Angular, Node.js, HTML, CSS/SCSS, Firebase, Google Cloud Platform, CI/CD, Team Management, Mentorship, Process Improvement, Notion, Jira, Confluence, Azure DevOps, GitHub Enterprise, AI-Enabled Interfaces, Prompt Engineering, Conversational UI, Rapid Prototyping

EXPERIENCE

Jun 2021 — Present

General Motors • Atlanta, GA

 **UI Lead** Apr 2023 — Present

- Leads design and development of dealer-facing digital systems supporting vehicle inventory, documentation, and inter-dealer operations across North and South America.
- Manages workflow and delivery cadence for a lean, multidisciplinary team, sharing ownership of sprint planning, QA, and release management in an agile environment.
- Partners with business stakeholders to define and refine product requirements, aligning UI architecture and feature design with operational goals.
- Serves on a special operations team piloting AI-enabled user interfaces, exploring natural language interaction models and adaptive UI behavior powered by LLMs.
- Delivered consolidation of overlapping dealer systems by integrating core functionality into a unified platform, reducing complexity and retiring legacy applications.

 **UI Developer** Jun 2021 — (Promotion) Apr 2023

- Supported the launch and continuous delivery of UI components for major internal applications.
- Collaborated with UX designers to translate high-fidelity concepts into production-level code deployed to thousands of dealerships nationwide.
- Drove experimentation with modular architectures and mobile-first frameworks to improve scalability and maintainability across the GM digital dealer platform.

Aug 2025 — Present

True DISC • Remote

Head of Product & Platform Development

- Partnered with Blue Mountain Leadership Solutions to develop True DISC, a modern assessment platform that integrates behavioral insights with dynamic reporting and learning tools.
- Leads product design, technical architecture, and user experience for the platform's web application and administrative systems.
- Collaborates closely with business stakeholders and subject matter experts to align platform capabilities with organizational and client needs.
- Establishes design standards and scalable systems for future assessment tools and partner integrations.

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EXPERIENCE (CONTINUED)

Oct 2019 — Jun 2021

Compass Group • Charlotte, NC Visual Designer, System Implementation

- Developed a new design system for the implementation of a new technology stack and learning management system (LMS), built on Drupal.
- Executed LMS layout, UI, and branding to support the company's training goals.

Sep 2018 — Oct 2019

Tesla, Inc. • Richmond, VA Tesla Advisor, Community Marketing

- Developed marketing collateral to share with customers and prospective buyers.
- Held up-to-date, in-depth understanding of software & hardware features and nuances to be an educational resource for customers.

Jun 2015 — Sep 2018

Apple, Inc. • Richmond, VA

Visual Merchandising Specialist Feb 2017 — Sep 2018

Executed retail visual merchandising resets during product launches to ensure retail demo content was correctly configured and displayed.

Product Specialist Jun 2015 — Feb 2017

Maintained expert knowledge of Apple Hardware, Software, & Services to support customers and team.

Ongoing

Independent Product Development • Remote

Built several small-scale applications exploring design systems, financial tools, and interactive experiences.

View selected work at sethmitchell.io/work

EDUCATION

Aug 2022 — Present

Carnegie Mellon University

Master of Integrated Innovation for Products & Services

Class of 2026, Integrated Innovation Institute

Aug 2020 — Dec 2020

NuCamp Coding Bootcamp Certificate in Full Stack Development

Desktop & Responsive, Honors Graduate

Aug 2014 — Dec 2018

Virginia Commonwealth University Bachelor of Fine Arts, Graphic Design

Class of 2018, Cum Laude

LOOKING FORWARD

I'm seeking a senior role focused on product innovation, design strategy, or product management where I can help shape digital experiences and guide teams through the full innovation cycle.

With a foundation in both design and development, I bring a systems-level understanding of how creative vision, technology, and business strategy intersect. My next chapter is about applying that perspective to build teams, lead meaningful products, and drive long-term impact.

