Seth Mitchell

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PROFILE SUMMARY

I'm a product leader with roots in design and development and a career built at the intersection of technology, user experience, and business strategy. I've led cross-functional teams delivering complex digital platforms and user-facing products, bringing a systems-level perspective that aligns design, engineering, and business strategy to drive real-world outcomes.

With the completion of my Master's in Integrated Innovation for Products & Services at Carnegie Mellon, I've further sharpened my approach to product strategy and human-centered innovation. I'm now seeking a senior role where I can leverage my cross-disciplinary background to lead teams through the full innovation lifecycle and help shape products that deliver durable customer and business impact.

EXPERIENCE

General Motors Jun 2021 — Present
UI Lead (Apr 2023 — Present) *Atlanta, GA*

- Leads design and development of a dealer operations platform supporting vehicle inventory, documentation, and inter-dealer workflows 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.
- Owns product requirements and experience architecture, shaping the product roadmap in partnership with business stakeholders to support core operational objectives.
- Drives applied experimentation on a special operations team piloting AI-enabled user experiences, exploring natural language processing (NLP) models and adaptive UI behavior powered by LLMs and multimodal models.
- Integrates overlapping dealer systems into a unified platform architecture, reducing complexity and retiring legacy applications.

UI Developer (Jun 2021 — 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.

Blue Mountain Leadership Solutions LLC Aug 2025 — Present
Consultant (Head of Product & Platform Development) *Atlanta, GA*

- Owns the end-to-end development of True DISC, a modern assessment platform that integrates behavioral insights with dynamic reporting and learning tools.
- Sets and executes the product vision across design, technical architecture, and user experience for the platform's web 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.

Compass Group Oct 2019 — Jun 2021
Visual Designer, System Implementation *Charlotte, NC*

- Established the foundational design system for a new company-wide learning management platform built on Drupal, supporting a broader modernization of the technology stack.
- Led the design of core LMS experience, including information architecture, UI patterns, and visual identity, to support large-scale employee training and enable consistent, scalable content delivery.
- Drove cross-functional collaboration to translate training requirements into a scalable platform, balancing usability, technical constraints, and organizational needs.

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EXPERIENCE (CONTINUED)

Tesla, Inc.   **Sep 2018 — Oct 2019**
Tesla Advisor, Community Marketing   *Richmond, VA*

- 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.

Apple, Inc.   **Jun 2015 — Sep 2018**
Visual Merchandising Specialist (Feb 2017 — Sep 2018)   *Richmond, VA*

- 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.

EDUCATION

Carnegie Mellon University   **Expected May 2026**
Master of Integrated Innovation for Products & Services   *Pittsburgh, PA*
Relevant Course Work: Product Strategy & Portfolio Management, Human-Centered Research & Validation, 0→1 Product Development, Systems Thinking & Service Design, Data-Informed Decision Making

Virginia Commonwealth University   **December 2018**
Bachelor of Fine Arts, Graphic Design, Cum Laude   *Richmond, VA*

CERTIFICATIONS

NuCamp Coding Bootcamp   **December 2020**
Certificate in Full Stack Development (22 weeks with Honors)

PROFICIENCIES

Design
UX/UI Design, Interaction Design, Prototyping, Rapid Prototyping, Visual Design, Brand Development, Design Systems, Design Thinking, AI-Enabled Interfaces, Conversational UI, Figma, Adobe Creative Suite, Sketch

Workflow
Product Management, Product Innovation, AI Product Strategy, Roadmap Development, Agile, Scrum Delivery, Cross-Functional Collaboration, Stakeholder Alignment, Team Leadership, Mentorship, Process Optimization, AI-Assisted Workflows, Generative AI Tooling (ChatGPT, Claude, Claude Code, Gemini, NotebookLM), LLM Integration Planning, Automation Strategy, AI Prototyping, AI Automation, Notion

Technologies
Front-End Architecture, Full-Stack Development, JavaScript, React, Angular, Node.js, HTML, CSS/SCSS

Infrastructure
Firebase, Google Cloud Platform, CI/CD, Azure DevOps, GitHub Enterprise, Stripe, Netlify