

Seth Snyder

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Associate Creative Director with 12 years of Interaction and Product Design experience creating transformational digital and physical experiences.

Experience Timeline

2015 - Present

frog

Associate Creative Director (2018 - Present) & Senior Interaction Designer (2015-2018)
San Francisco, CA

Lead multidisciplinary teams on projects that involve facilitating workshops, leading brainstorms, conducting ethnographic user research, sketching groundbreaking interaction models, pushing pixels, prototyping, and collaborating with engineers to transform visions into realities for clients of all shapes and sizes. I'm also known for my:

+ **Emotional AI & Robotics Thought Leadership:** I created and published a POV and approach to designing for emotional Artificial Intelligence and robotics that we successfully pitched to a large robotics company and won new work as a result.

+ **Agile Design Process Coaching:** I developed a process for collaborating with clients and developers that leverages agile methodologies and tailors them to the consultative design process. I've completed several successful programs using this process and now coach other frog teams on how best to use it with their clients.

+ **Business Development Support:** I routinely support the sales process by helping to craft proposed project approaches, timelines, deliverables, and teams. In 2017, alongside my fulltime project work, I helped create and pitch 3 winning proposals, resulting in over \$800k in billings.

+ **Mentorship:** I provide mentorship and hands-on design guidance to countless frogs, assisting them with career planning, client relationships, skill building, and creative direction.

2013 - 2015

Method

Interaction Design Lead
San Francisco, CA

Lead teams working on projects across a variety of client categories and interactive design formats & methodologies, such as websites, software applications, mobile/ tablet UI and apps, TV set-top box interfaces, interactive walls, and touch/voice/gesture- based interaction models.

2008 - 2013

Tellart

Lead Producer
Providence, RI

Worked with clients to craft each project's vision and execution through every step of design and production. Projects included museum exhibits, interactive installations, future product concept prototypes, web and mobile experiences.



2008 - 2011

ThoughtFlows

Co-founder & Lead Designer
Boston, MA

Partnered with fellow entrepreneurs to design and develop an innovative educational web startup designed to foster greater engagement between teachers and students.

2008

MOTO Development Group

User Experience Intern
San Francisco, CA

Worked with engineering-focused product development teams to help develop new interaction paradigms for consumer electronics products.

2007

NASA/Johnson Space Center

User Experience Intern
Houston, TX

Designed and prototyped full-scale concepts for a lunar lander suitlock with a team of NASA designers and engineers.

2007

Studio 1011

Industrial & Interaction Design Intern
Houston, TX

Worked on Flash website design & development, product design, and museum exhibit design.

2006

Propane Design Goup

Industrial Design Intern
Atlanta, GA

Worked on research, presentations, modelmaking, product design, branding, ideation, and product photography.

Education

2004 - 2008

Rhode Island School of Design (RISD)

Bachelor of Fine Arts, Industrial Design

Graduated with honors, awarded the Marc Harrison Award for Excellence in Design & Invention by the faculty, nominated for the IDSA Student Merit Award.

2007

Babson College

Product Development & Entrepreneurship

Participated in a collaborative program with entrepreneurship MBA students and engineers to develop a product with a sponsor company.

2005

Pont-Aven School of Contemporary Art

Summer Sculpture Degree Program

Traveled to Normandy, France for the summer to study site-specific installation sculpture.