

Kenneth Sigel

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Product design leader, UX & research

ABOUT

I am design leader with 18+ years of experience and proven success in building high-functioning design teams that scale to meet complex and unique product challenges. I have done this at numerous organizations in diverse industries including multi-sided marketplaces, ecommerce, financial services, and gaming. I use data-driven insights to shape strategy and deliver business impact.

EXPERIENCE

03/2021 - present

Head of UX, Design & Research / Drizly (an Uber company) / Boston, MA

- Lead all product design and strategy at Drizly across the 3-sided marketplace: Consumer, Retailer, and Supplier (advertising).
- Oversaw checkout flow redesign that increased annual sales by \$2.2m
- Led search optimization work resulting in Q4 sales increase of \$1m.
- Design-led no-address HP optimization resulted in 3.2% improvement in PDP rate and a \$1.1m increase in annual sales.
- Developed first Drizly Design System, launching with brand refresh.
- Successfully integrated design practice into agile/engineering process to build a more connected and empowered product team.
- Built user research practice that supports across the organization, informs and directs roadmap and quarterly planning initiatives.

08/2017 - 01/2021

Director, Product Design / Liberty Mutual / Boston, MA

- Drove design and tech modernization effort for Liberty Mutual and Safeco sites, realizing \$6m in annual value through better design, page performance.
- Directed portfolio's focus on SEO. Liberty is realizing potential value of \$20+ million through design, content, and technology enhancements. Moved "auto insurance" rank from 10th up to 3rd.
- Built out product design team to support digital efforts across Liberty Mutual. Responsible for hiring, training, and establishing UX process, including integration of design into agile development.
- Organized and facilitated design thinking workshops to help teams identify opportunities to explore and operate more effectively.
- Oversaw design and buildout of the Liberty Mutual design system.
- Launched customer service chatbot which reduced service calls by 13% and increased sign-ins by 4%.

10/2016 - 06/2017

Director of User Experience / DraftKings / Boston, MA

- As DK's first Director of UX, managed the team responsible for the design of the game across all platforms (app, mobile, & web).
- Oversaw design, implementation of "game variants" which enabled customizable game formats. Launched first with 2017 Masters, feature led to \$2m in additional contest revenue vs. 2016 Masters.
- Built out numerous UX processes to integrate design into development including facilitating design sprints.
- Instituted QA process to improve overall design and UX consistency.

08/2012 - 10/2016

Associate Creative Director, UX / SapientNitro / Boston, MA

- Lead UX for Staples Advantage Mobile ecommerce app. Staples was the 3rd largest online retailer in the United States at that time.
- Oversaw the research and design of McGraw-Hill Education's ecommerce platform that serves colleges, school districts, and families.
- Creative director and account lead for Liberty Mutual's RightTrack safe driving app which was Sapient's first successful Lean UX/agile project.
- Helped manage SapientNitro's design org of 20+ designers.
- Led client engagements across multiple industries including Retail, Financial Services, Healthcare, and Education.
- Senior advisor to associate mentoring program, The Foundry.
- Managed Sapient's summer intern program.

08/2011 - 07/2012

Senior Experience Architect / Critical Mass / Chicago, IL

- Lead UX designer for redesign of Humana's secure customer portal. Conducted customer and stakeholder interviews, managed design of UX patterns to ensure a consistent, holistic experience.
- Managed UX needs for USAA's customer banking site, including work on multiple successful digital marketing campaigns.

08/2008 - 08/2011

Senior UX Designer / Rosetta (a Publicis company) / Chicago, IL

- Lead UX design of 10+ ecommerce platforms for B2C and B2B clients. These sites collectively process \$10+ billion in online sales annually.
- Lead UX designer for Nationwide Mobile app, the first iOS branded app in the insurance industry. The design won numerous accolades including SXSW Hive Award, OMMA Finalist, and DMA Echo Gold.
- Led UX engagements in multiple industries including Retail, Manufacturing, Insurance, and Financial Services.

11/2006 - 06/2008

Information Architect / Tanagram Partners / Chicago, IL

- Designed a touchscreen weather app providing real-time weather data for use on maritime vessels.
- Helped design and user test for DHARPA project an augmented reality HUD for Air Force pilots.

EXPERTISE

I thrive in building and scaling design teams, developing processes to better integrate with engineering. I empower my teams by practicing servant leadership, motivating and growing talent. Through design strategy and facilitation, I help groups identify a company's North Star and work towards achieving it. Design can be a super power in achieving business goals, leading the way towards outsized success.

CONTACT

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EDUCATION

Bachelor of Arts, *with honors* / Wheaton College, Norton, MA