

# Kenneth Sigel

## Product Design Leader, UX + Research

I am an experienced design leader with 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 e-commerce, gaming, financial services, multi-sided marketplaces, and on-demand/delivery. I use data-driven user insights to shape product strategy and deliver business impact.

### Head of UX, Design, & Research

2021 – present

Drizly (an Uber company)

Boston, MA

Lead all product design and strategy at Drizly across the 3-sided marketplace: Consumer, Retailer, and Supplier (advertising). Work with Product and Engineering heads to define vision and shape go-to-market experience. Oversee cross-functional teams to deliver against key business initiatives. Implemented robust user research practice to support across organization. Led design and build of design system. Launched consumer brand refresh. Supported build out of key product integrations between Drizly and UberEats.

### Director, Product Design

2017 – 2021

Liberty Mutual

Boston, MA

Drove design and tech modernization effort for Liberty Mutual and Safeco. Delivered results focused on SEO and marketing outreach. Design-led effort raised LM's "auto insurance" SEO rank from 10th to 3rd, realizing annual potential value of \$20+ million.

### Director of UX

2016 – 2017

DraftKings

Boston, MA

Oversaw product design team responsible for game design across all platforms (app, mobile, web). Led design and implementation of "game variants" which enabled customized game formats across all sports, appealing to a larger audience.

### Associate Creative Director, UX

2012 – 2016

SapientNitro

Boston, MA

Focusing on digital transformation for large businesses, led the UX and design efforts for clients across multiple industries including Retail, Financial Services, Healthcare, and Education. Managed multiple cross-functional teams. Led UX for the Staples Advantage Mobile app (Staples was 3rd largest online retailer in US at time).

### ADDITIONAL EXPERIENCE

Sr. Experience Architect - Critical Mass | Chicago, IL

2011 – 2012

Sr. UX Designer - Rosetta (a Publicis company) | Chicago, IL

2008 – 2011

Information Architect - Tanagram Partners | Chicago, IL

2006 – 2008

### CONTACT

✉ [kenneth.sigel@gmail.com](mailto:kenneth.sigel@gmail.com)

📞 617-359-8708

### ONLINE

🌐 [kennethsigel.com](http://kennethsigel.com)

🌐 [linkedin.com/in/kensigel](https://www.linkedin.com/in/kensigel)

📖 [medium.com/@ken\\_sigel](https://medium.com/@ken_sigel)

### EDUCATION

**Bachelor of Arts** *with honors*

Wheaton College - Norton, MA