Steven Seybold

Email Engineering Leader +

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About Me

I've spent the last 20 years working for Fortune 500 companies in the interactive and design fields. Throughout my career, I have excelled in enriching both my technical and creative skills. For the past 10+ years, I've mastered standing up and integrating email platforms with a clean, thoughtful, and replicable approach. I'd love to help your team.

Experience

Yohana - Email Engineering Lead
2022 - 2023

Built, maintained, and operated a complex Email Design System responsible for deploying all company marketing emails. Implemented javascript task-runners, APIs, vendor services, and email development best practices to deliver campaigns with speed, accuracy, and measurability. The new system improved deployment times from over a month to days and sometimes minutes.

Stitch Fix - Manager, Web Development II
2014 - 2022

Managed and maintained the internal Email Design System to enable the deployment of 20+ unique weekly campaigns reaching 30M+ inboxes. Led email development team of six by providing direction, vision, and KPIs. Helped drive innovation using home-brew solutions and vendor partnerships. Built and maintained strong partnerships with key partners in Engineering, Algorithm, CRM, and other wings of the Stitch Fix organization in order to create rich and measurable 1-1 personalization customer experiences.

SWIRE / eGood - Interactive Creative Director
2009 - 2014

Led interactive creative and development teams for a growing California marketing agency turned startup. Worked with a wide array of clients with diverse needs to constantly provide ambitious content in line with each paradigm shift in the online world.

American Idol / FOX - Senior Art Director
2005 - 2009

Led interactive projects for the award-winning television show's website, maintaining millions of weekly users with exclusive material and a strong community presence. Worked with high-profile clients such as Apple, Ford, Coke, and AT&T to create co-branded partner content. Created numerous design standards adopted by FOX TV family and maintained to this day.

Evite - Art Director
2004 - 2005

Managed overall design strategy for the Evite brand. Redesigned the entire website in three months, including 300+ unique pages. Collaborated with clients such as Apple, Microsoft, Yahoo, Ofoto, and Red Envelope to help drive sales numbers and increase 100M+ monthly page views.

Ticketmaster - Senior Graphic Designer
2000 - 2004

Helped define the brand identity for the country's largest ticket provider. Primary designer for numerous successful marketing campaigns for clients including the NBA, NHL, Aerosmith, and more. Collaborated with clients, product management, and marketing teams to develop an easy-to-use reselling tool targeted at season ticket holders. Lead designer for the popular music news site LiveDaily, redesigning and reviving the site to announce and review concerts to drive ticket sales.

Education

University of California at Los Angeles - BA in Media Arts
2000