

# JOSHUA SCHMITZ

Product Design Leader/Consultant

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## EDUCATION

### BACHELOR'S | AEROSPACE ENG

Embry-Riddle Aeronautical University (2028)

### MASTER OF FINE ARTS | DESIGN

University of Texas | May 2018

### BACHELOR OF ARTS | DESIGN

Maryland Institute College of Art | May 2011

## CERTIFICATIONS

### Nielsen-Norman Group UX Cert, 2018

LinkedIn Design Thinking Cert, 2020

IxDF UX Management Cert, 2021

Zenva Academy GameDev Cert, 2022

## SKILLS

Creative Direction & Mentoring

Design Leadership & Advocacy

Leading Design Studios & Sessions

Forming Design Practice Groups

Human-Centered Design

Visual, UI, & Interaction Design

Design System Creation

Brand Design & Styleguides

Wireframing & UX Prototyping

Game UI & HUD Design

3D Rendering & Surfacing

Music Composition & Production

## TOOLKIT

Figma, Whimsical, Miro, LucidSpark,

Sketch, Zeplin, UserZoom, CATIA (V5),

ICEM Surf, Solidworks, Blender,

AutoCAD, Autodesk Inventor & Alias,

LogicPro, Avid Pro, FL Studio

### Adobe Creative Suite:

Illustrator, Photoshop, InDesign, After

Effects, Premier

## INDUSTRY EXPERIENCE

Aerospace & Defense, Quantum & Cyber

Security, Non-profit, Education, FinTech,

Healthcare, Logistics, Insurance,

Blockchain, Apparel, Automotive, Real

Estate, Entertainment, Agriculture,

Govt/DOD, Travel & Tourism, & Politics

## EXPERIENCE

*Mar 2023 – Present*

### Staff Product Design Consultant | Nagarro

Designed comprehensive style guides outlining approved fonts, colors, logo usage guidelines, ensured consistency across all branded material both online and offline. Gathered data from interviews to gain insights into consumer preferences / behaviors related to the client's brand. Conducted competitor analysis to identify opportunities for improvement in branding & products.

*Jan 2021 – Mar 2023*

### Principle Product Designer | Amazon DSP/Logistics

- Define long-term vision for internal logistics tech products
- Align design strategy with business goals & logistics ops needs
- Conduct user research to understand needs & pain points of users
- Develop prototypes & hifi designs to communicate solutions
- Create intuitive, scalable designs tailored to logistics systems
- Ensure consistent & seamless UX across all logistics tech products
- Ensure designs are aligned with Amazon's design standards
- Cross-functional collaboration with Engineers, PMs, & OPS
- Facilitate workshops & design sprints with x-functional teams
- Present design concepts & solutions to leadership/stakeholders
- Maintain design systems & guidelines for logistics tech products
- Mentor junior designers, providing feedback & fostering growth
- Lead design projects, ensuring timely & high-quality deliverables

*Jul 2016 – Dec 2020*

### Lead UI & Software Designer | Hanes + Champion

Design team leadership and mentoring. Developed interactive prototypes for usability testing. Developed style guides that defined visual language across all platforms. Implemented accessibility standards into design processes and workflows. Validated product ideas through surveys and interviews.

*Aug 2014 – Jul 2016*

### Lead UI Designer & UX Developer | Firespring

Designed wireframes, mockups, prototypes, and other visuals to communicate design intent. Developed interactive prototypes for usability testing. Created high fidelity visuals for web, mobile, and desktop applications. Developed style guides that defined visual language across all platforms. Integrated user interface guidelines into the development process.

*May 2011 – Jul 2016*

### Product & Brand Design | Founder | Spacecase Artist

Created visually stunning logos and branding materials that increased recognition of the client's products or services. Ensured consistency of visual message of brands, as well as design streamlined application flows for users. Clients: Moody's/RMS, St. Jude's, Lowe's, Little Caesars, Carter's, GameTaco/World Winner, MGM Resorts, Freedom Mobile, Carrier, PWC, West Point, Qrypt, Delhivery, BMW, Nissan, One Vanderbilt Avenue, Visa, AT&T, Blue Shield California, ACE, John Deere, Zillow/Mortech, Khan Academy, State Government of Nebraska & Oklahoma.

*Aug 2009 – May 2011*

### Graphic Design Intern | Under Armour

*Aug 2008 – Aug 2009*

### Web Design & Content Manager | MICA

*Apr 2012 – Mar 2016*

### 25B Army IT Specialist | E4 | NE Army National Guard