

JOSHUA SCHMITZ

LEAD PRODUCT DESIGN STRATEGIST

spacecaseartist.com

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EDUCATION

MASTER OF FINE ARTS | DESIGN

University of Texas | May 2018

BACHELOR OF ARTS | DESIGN

Wayne State College | 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

Guitar, Synth, Vocals, Composing

TOOLKIT

Figma, Whimsical, Miro, LucidSpark

InVision, Sketch, Zeplin, Balsamiq

UXCam, Usability Hub, UserZoom

Adobe Creative Suite:

Illustrator, Photoshop, InDesign

CATIA (V5), Solidworks, Blender

Autodesk Inventor, AutoCAD

LogicPro, Avid Pro, FL Studio

INDUSTRY EXPERIENCE

Aerospace & Defense, Quantum & Cyber

Security, Non-profit, Education, FinTech,

Healthcare, Logistics, Insurance, IT,

Apparel, Automotive, Real Estate,

Entertainment, Agriculture, Govt/DOD,

Travel & Tourism, Politics, Activism

EXPERIENCE

Aug 2007 – Present

Product & Brand Consultant | Spacecase Artist

Creative Direction, User Experience Design & Consultation for: RMS, BMW, OVA, St. Jude's, Lowe's, Little Caesars, Carter's, Visa, AT&T, Blue Shield California, ACE, John Deere, Zillow, GameTaco, MGM Resorts, Freedom Mobile, Carrier, Khan Academy, PWC, West Point, and the State Governments of Oklahoma & Nebraska.

Mar 2023 – Present

Senior 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.

Jun 2022 - Feb 2023

Design Lead | Qrypt

Defined style guides & established processes for efficient collaboration between departments. Presented creative concepts to senior leadership team members for approval. Created visual designs for web, mobile & print applications that adhered to brand guidelines & standards.

Jan 2021 – Jun 2022

Staff Product Designer | Delhivery

Monitored project progress & provided timely updates to stakeholders. Implemented accessibility standards into design processes and workflows. Identified usability issues in early stages of development cycle. Presented final products at company meetings. Managed a team of 12 designers.

Jul 2016 – Dec 2020

Lead UI & Software Designer | Hanes + Champion

Created user interface designs to ensure intuitive navigation & improve user experience. Collaborated with stakeholders to develop functional requirements. Participated in code reviews with peers to ensure quality control standards were met.

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 - Aug 2014

Web & Brand Design Consultant | Localmize

Aug 2009 – May 2011

Graphic Design Intern-to-Hire | The Wayne Herald

Aug 2008 – Aug 2009

Web Design & Content Manager | Wayne State College

April 2012 – Mar 2016

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