

DAN SCHMITZ, MSTC

AI Product Design and Strategy

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Education

Massachusetts Institute of Technology

Remote (Boulder, Colorado)

Professional Certificate - Designing and Building AI Products and Services

05/2025 - 07/2025

- Awarded Exemplary Assignment honor for Generative Adversarial Networks (GAN) project on synthetic image data system
- Deep, technical hands-on experience developing machine learning, deep learning, generative AI human-computer interfaces
- Designed AI operating models for an AI-led organization
- Implemented state-of-the-art AI research methods and techniques

McCombs School of Business at University of Texas

Austin, Texas

Master of Science in Technology Commercialization

06/2021 - 06/2022

- 4.0 GPA and Valedictorian
- Gained practical experience in new venture development, product management, technology transfer and commercialization
- Full-time master's program
- No. 3 master's program in U.S. for entrepreneurship (Eduniversal Ranking)

Missouri School of Journalism at University of Missouri

Columbia, Missouri

Bachelor of Journalism with Strategic Communication emphasis and a minor in business

08/2009 - 05/2013

- Developed skills in public relations, interviewing, storytelling, writing, creative strategy, and digital media technologies
- Cum Laude Honors
- Dean's List 7 of 8 semesters
- No. 1 journalism school in U.S. (NewsPro)

Experience

Sensera Systems

Golden, Colorado

Product Design and AI Strategy

12/2024 - Present

Manufacturer of commercial construction surveillance cameras and AI software

- Designing simple user experiences for interacting with computer vision and large language models
- Overseeing the implementation of a complete design system for consistent, efficient product design and development
- Leading a new operating model to enhance UX research capabilities with AI
- Transforming customer insights into useful, usable features and flows
- Advising C-level officers on company-wide AI strategies and governance
- Setting the vision to overhaul the frontend interface bogged down by a decade of tech debt

Apple

Remote (Boulder, Colorado)

Product Design Lead

06/2022 - 08/2024

As the lead designer on an agile engineering team, I spearheaded product design and product management functions for a business-critical, technical enterprise web application in use by tens of thousands of users globally.

- Measurably improved usability and utility through research-driven user experience design and testing
- Managed product design sprints and backlog through effective requirements gathering, user story writing, and roadmap management for near-term and long-term initiatives
- Streamlined design operations and established sustainable governance systems
- Initiated the product's migration to a uniform design system to facilitate consistent, efficient, and higher-quality experiences

Experience

Petal

Remote (United States)

Founder and CEO

10/2016 - 09/2023

Founded a bootstrapped, profitable AI neurotechnology startup that commercializes novel systems and methods for brainwave data access, analysis, and utility.

- +515% yr/yr revenue growth, +697% yr/yr conversion rate for launched product under my purview
- Sold licenses for custom, research-grade instrumentation, toolkits, APIs, and AI-training software
- Used by researchers, developers, and creative technologists in thousands of leading tech companies, universities, labs, museums, and practices globally
- Hired and managed a diverse team of engineers, scientists, and data analysts
- Fortified market position with a robust intellectual property portfolio

Global Innovation Lab | The University of Texas at Austin

Austin, Texas

Technology Transfer and Business Development Consultant

08/2022 - 08/2023

Planned and liaised go-to-market strategies for East Asian startups seeking to commercialize their R&D technologies in US markets.

- Authored and presented executive-level reports summarizing technical research, strategic analysis, and market validation interviews
- Increased conversion rates and reduced operational overhead
- Developed mass-prospecting and personalized customer discovery methods

IronNet Cybersecurity

Remote (United States)

UX Design Manager

01/2021 - 05/2022

Managed an agile product design team in building enterprise-scale, digital infrastructure for a leading, growth-stage startup in the cybersecurity industry.

- Pioneered design standards, systems, and operations as the cloud-engineering team's first design hire
- Managed risk and influenced technical product roadmap through analysis, executive stakeholder communication, and strategic foresight
- Recruited and supervised a visual designer to expand and manage an interactive design system
- Transformed initial napkin sketch ideas into market-validated, interactive prototypes

National Instruments

Austin, Texas

Senior UX Designer

10/2019 - 12/2020

Design lead responsible for digital transformation of the sales support business units in an agile engineering environment.

- Lifted target conversions by 568% through usability testing and iterative design
- Unified design architecture and components throughout a comprehensive brand redesign

Magic Leap

Austin, Texas

Interaction Design Contractor

07/2019 - 09/2019

Designed and built prototypes for spatial computing experiences.

- Defined operating system-level interaction paradigms for spatial computing on Magic Leap 1
- Programmed a spatial audio simulator in C# with Unity to test and inform audio mode design
- Prototyped hand-gestural input experiences
- Presented future vision concepts

Experience

Accenture

Innovation Consultant

Chicago, Illinois

01/2018 - 05/2019

As part of a sales and innovation unit, I led clients through prototyping experimental business models, new products and services, innovation workshops, and bespoke workshop methodologies.

- Boosted sales and operations efficiency by programming an AI chatbot to manage 80% of incoming requests
- Developed and implemented new business models and innovation projects for Fortune 50+ enterprises
- Devised methodologies and frameworks for AI and voice interaction projects
- Demonstrated the benefits of virtual reality and augmented reality through 3D simulation software presentations at the Extended Reality (XR) Lab of Chicago

Nerdery

Interaction Designer

Chicago, Illinois

03/2015 - 01/2018

Developed custom UX solutions for large enterprise clients and startups. This involved workshop facilitation, experience strategy, user research, business analysis, information architecture, interaction design, visual design and prototype creation.

- Led client projects through the full UX design spectrum and formed internal initiatives for R&D and outbound sales
- Facilitated workshops with clients, cross-functional teams, stakeholders, and leadership
- Identified opportunities for new business capabilities, a metamorphic user research lab, and new revenue streams
- Fostered an internal innovation club to experiment with new technology and create proof-of-concept products
- Spoke and wrote publicly on tech innovation via panels, articles, and special events

Coplex

UX Architect and Strategist

Phoenix, Arizona

06/2013 - 02/2015

Crafted strategies and user experiences for websites, ecommerce stores, and apps for web and mobile.

- Led client discovery meetings to gather business and user goals, technical requirements, and market research
- Designed and prototyped architecture, flows, and interactions for online stores, trade publications, and web applications
- Improved team efficiency by creating a comprehensive wireframe library for faster mobile and web prototyping
- Analyzed business viability of adding a new mobile app design practice including defining processes, design systems, operating model, perspective, and principles

Skills

Hard skills:

Design artifact production · Mockups · Specifications · Wireframing · Interaction design · Visual design · Typography · Flow mapping · User journeys · User research · UX research · Usability testing · Heuristics evaluation · Design sprints · Workshop facilitation · Presentations · Market research · Prototype development · Design patterns · User personas · Business strategy · Operations · Simulations · Spatial computing · Requirements gathering · Prompt engineering · Workflow automation · Product strategy · Machine learning · Deep learning · Prompt engineering · AI strategy · Vibe coding

Soft skills:

Written and oral communication · Galvanization · Strategic thinking · Problem-solving · Active listening · Constructive feedback · Empathy · People management · Adaptability · Creative thinking · Mentorship · Teamwork · Leadership · Facilitation · Decision-making · Negotiation · Business development · Pattern recognition

Strengths: Futuristic · Strategic · Restorative · Competitive · Intellectual · Analytical

Tools:

Figma · Sketch · Miro · Axure · Adobe Creative Suite · UserTesting · SurveyMonkey · Microsoft Clarity · ChatGPT · Claude.ai · Gemini · Zapier · Excel · AWS · JIRA · Python · Unity · REST · Git · Node.js · React · Supabase · Vercel

Find me online

Portfolio

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LinkedIn

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GitHub

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