DAN SCHMITZ

Strategic Foresight Consultant
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Summary

Foresight professional with 11 years of experience in UX/UI design and technology commercialization. Seeking a professional strategic foresight role to leverage expertise in innovation design, strategy, and team leadership. Aiming to drive organizational innovation with a blend of strategic thinking and technical skills, backed by a Master's in Technology Commercialization (valedictorian) and a proven track record of transforming concepts into successful, market-validated products. Committed to applying academic excellence and industry experience to bring diverse, future-relevant inputs, forecasts, and possible alternative futures to strategy discussions, decision-making and planning.

Experience

Apple
Remote (Boulder, Colorado)

Product Design Lead
06/2022 - 08/2024

- Executed product design functions on a tactical and strategic level for a business-critical admin web application used globally
- Facilitated cross-functional workshops to structure unrefined thoughts into future-focused, strategic business plans
- Measurably improved usability and utility through research-driven user experience design
- 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
- Managed product design sprints and backlog through effective requirements gathering and writing

Petal
Remote (United States)

Founder and CEO
10/2016 - 09/2023

- Bootstrapped a profitable AI neurotechnology startup that commercialized novel systems and methods for brainwave data analysis and utility
- 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

- Developed and delivered 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
- Formed warm relationships with cold outbound leads through novel mass-prospecting techniques then personal customer discovery engagements

IronNet Cybersecurity
Remote (United States)

UX Design Manager
01/2021 - 05/2022

- Pioneered design standards, systems, and operations as the cloud-engineering team's first design hire
- 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

UX Designer
10/2019 - 12/2020

- Managed the transformation of the customer support experience comprised of service request management, product documentation, and training
- Achieved a 568% boost in user feedback engagement through iterative wireframe and interactive prototype development
- Streamlined design experimentation and production processes

Magic Leap
Austin, Texas

Interaction Design Contractor
07/2019 - 09/2019

- 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

Accenture
Chicago, Illinois

Innovation Consultant
01/2018 - 05/2019

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

Experience

Nerdery
Interaction Designer

Chicago, Illinois
03/2015 - 01/2018

- Facilitated workshops with clients, cross-functional teams, stakeholders, and leadership
- Led client projects through the full UX design spectrum and formed internal initiatives for R&D and outbound sales
- 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

- Designed and prototyped architecture, flows, and interactions for online stores, trade publications, and web applications
- Analyzed business viability of adding a new mobile app design practice (processes, design systems, operating model, perspective, and principles)

Education

McCombs School of Business at University of Texas
Master of Science in Technology Commercialization

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

Columbia, Missouri
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)

Training / Courses

Leading Like a Futurist

Design Thinking: Prototyping

Programmatic UI with Unity

Rapid Prototyping for Product Design

Skills

Hard skills:

Design artifact production · Workshop design · Mockups · Analysis · Specifications · Wireframing · Interaction design · Visual design · Flow mapping · User journeys · User research · Presentations · Market research · Prototype development · Business strategy · Operations · Simulations · Spatial computing · Requirements gathering · Prompt engineering · Workflow automation

Soft skills:

Written and oral communication · Galvanization · Strategic thinking · Systems thinking · Problem-solving · Active listening · Constructive feedback · Empathy · Adaptability · Creative thinking · 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 · ChatGPT · Claude.ai · Zapier · Excel · JIRA · Python · Unity · Git · Node.js · React

Find me online

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