

# DAN SCHMITZ

Interaction Designer

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## Summary

Interaction Designer with 11 years of experience in UX/UI design and technology commercialization. Seeking an Interaction Designer role to leverage expertise in user-centered design, AI integration, and team leadership. Aiming to drive product 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 create cutting-edge digital solutions that exceed user expectations and business objectives.

## Experience

Apple	Remote (Boulder, Colorado)
Product Design Lead	06/2022 - 08/2024
<ul style="list-style-type: none"><li>Executed product design functions on a tactical and strategic level for a business-critical admin web application used globally</li><li>Measurably improved usability and utility through research-driven user experience design</li><li>Streamlined design operations and established sustainable governance systems</li><li>Initiated the product's migration to a uniform design system to facilitate consistent, efficient, and higher-quality experiences</li><li>Managed product design sprints and backlog through effective requirements gathering and writing</li></ul>	
Petal	Remote (United States)
Founder and CEO	10/2016 - 09/2023
<ul style="list-style-type: none"><li>Bootstrapped a profitable AI neurotechnology startup that commercialized novel systems and methods for brainwave data analysis and utility</li><li>Sold licenses for custom, research-grade instrumentation, toolkits, APIs, and AI-training software</li><li>Used by researchers, developers, and creative technologists in thousands of leading tech companies, universities, labs, museums, and practices globally</li><li>Hired and managed a diverse team of engineers, scientists, and data analysts</li><li>Fortified market position with a robust intellectual property portfolio</li></ul>	
Global Innovation Lab   The University of Texas at Austin	Austin, Texas
Technology Transfer and Business Development Consultant	08/2022 - 08/2023
<ul style="list-style-type: none"><li>Developed and delivered go-to-market strategies for East Asian startups seeking to commercialize their R&amp;D technologies in US markets</li><li>Authored and presented executive-level reports summarizing technical research, strategic analysis, and market validation interviews</li><li>Formed warm relationships with cold outbound leads through novel mass-prospecting techniques then personal customer discovery engagements</li></ul>	
IronNet Cybersecurity	Remote (United States)
UX Design Manager	01/2021 - 05/2022
<ul style="list-style-type: none"><li>Pioneered design standards, systems, and operations as the cloud-engineering team's first design hire</li><li>Recruited and supervised a visual designer to expand and manage an interactive design system</li><li>Transformed initial napkin sketch ideas into market-validated, interactive prototypes</li></ul>	
National Instruments	Austin, Texas
UX Designer	10/2019 - 12/2020
<ul style="list-style-type: none"><li>Managed the transformation of the customer support experience comprised of service request management, product documentation, and training</li><li>Achieved a 568% boost in user feedback engagement through iterative wireframe and interactive prototype development</li><li>Streamlined design experimentation and production processes</li></ul>	
Magic Leap	Austin, Texas
Interaction Design Contractor	07/2019 - 09/2019
<ul style="list-style-type: none"><li>Defined operating system-level interaction paradigms for spatial computing on Magic Leap 1</li><li>Programmed a spatial audio simulator in C# with Unity to test and inform audio mode design</li><li>Prototyped hand-gestural input experiences</li></ul>	
Accenture	Chicago, Illinois
Innovation Consultant	01/2018 - 05/2019
<ul style="list-style-type: none"><li>Developed and implemented new business models and innovation projects for Fortune 50+ enterprises</li><li>Devised methodologies and frameworks for AI and voice interaction projects</li><li>Boosted sales and operations efficiency by programming an AI chatbot to manage 80% of incoming requests</li><li>Demonstrated the benefits of virtual reality and augmented reality through 3D simulation software presentations</li></ul>	
Nerdery	Chicago, Illinois
Interaction Designer	03/2015 - 01/2018
<ul style="list-style-type: none"><li>Led client projects through the full UX design spectrum and formed internal initiatives for R&amp;D and outbound sales</li><li>Facilitated workshops with clients, cross-functional teams, stakeholders, and leadership</li><li>Identified opportunities for new business capabilities, a metamorphic user research lab, and new revenue streams</li><li>Fostered an internal innovation club to experiment with new technology and create proof-of-concept products</li><li>Spoke and wrote publicly on tech innovation via panels, articles, and special events</li></ul>	

## Experience

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

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)

## Training / Courses

Leading Like a Futurist

Design Thinking: Prototyping

Programmatic UI with Unity

Rapid Prototyping for Product Design

## Skills

Hard skills:

Design artifact production • Mockups • 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 • 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

 LinkedIn

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 Website

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