

JOSHUA SCHMITZ

Design & Engineering Consultant

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Norman, OK, USA



EDUCATION

MBA | AEROSPACE & DEFENSE

Oklahoma University | (Forthcoming)

BS | AEROSPACE ENGINEERING

Embry-Riddle Aeronautical University

MFA | DESIGN & APPLIED ARTS

University of Texas | President's Scholar

BA | DESIGN & STUDIO ARTS

Wayne State | Honors, Magna Cum Laude

CERTIFICATIONS

Nielsen-Norman Group UX Cert, 2024

Design Leadership Cert, Brainstation, 2023

Product Management Cert, Brainstation, 2022

UX Design Course Cert, Brainstation, 2021

SKILLS

Design Leadership: Creative Direction, Team Mentoring, Advocating for Design Best Practices, Design Strategy

Design Specialties: Human-Centered Design, UI & UX, Game UI & HUD Design, 3D Rendering, AI Prompt Engineering

Technical Expertise: Design Systems, Prototyping, Wireframing, Accessibility Standards, Branding & Style Guides

Collaboration: Leading Design Studios & Sessions, Cross-Functional Team Workshops, Design Practice Groups

TOOLKIT

• **Figma, Whimsical, Miro, LucidSpark, Sketch, Zeplin, UserZoom, Midjourney**

• **CATIA, Solidworks, Blender, AutoCAD, Inventor, Alias, Rhino, Unreal Engine**

• **FL Studio**

• **Adobe Creative Suite:**

Illustrator, Photoshop, InDesign

INDUSTRY EXPERIENCE

Aerospace & Defense, Quantum & Cyber Security, Non-profit, Education, FinTech, Healthcare, Logistics, Insurance, AI, EVs, Blockchain/Web3, Apparel, Automotive Real Estate, Entertainment, Agriculture, Govt/DOD, Travel & Tourism, & Politics

EXPERIENCE (Not Exhaustive)

May 2005 – Present

Design Consultancy Founder | Stellar Impact

- Created AI-driven conversational tools for Moody's Insurance, AI Stocktrader 'A.N.N.I.E.', and local Law Firm AlaaS Product.
- Design compelling logos and branding materials, significantly boosting client brand recognition and market presence.
- Create cohesive visual identities and streamlined user experiences, improving customer engagement and satisfaction.
- Deliver impactful designs for a diverse portfolio of clients, including Fortune 500 companies, startups, and government organizations.
- Front-end development of websites, webapps, and native apps.
- Provide design strategy and creative insights for products, brands, marketing campaigns, political and local legislation campaigns.
- Notable clients include: St. Jude's, Lowe's, Little Caesar's, Carter's, MGM Resorts, Visa, AT&T, Zillow, CBRE, & the States of OK & NE.

Sept 2024 – Present (Contract)

Principal Product Designer | FM (Eliassen)

- Creating AI-powered user feature to reduce flow time.
- Overhauling Design System to create consistency across digital, marketing, and print platforms and products.

Mar 2023 – Dec 2024 (Contract)

Staff Product Design Consultant | Moody's (Nagarro)

- Developed comprehensive styleguide and product design system
- Ensured brand and product consistency across media
- Conducted competitor analysis to enhance product efforts
- Mentored junior designers
- Established UX Research processes

Jan 2021 – Mar 2023 (Contract)

Principle Design Consultant | Amazon DSP (Delhivery)

- Defined vision for internal logistics products to enhance usability
- Conducted user research to understand needs and behaviors of warehouse staff, logistics managers, and last-mile drivers
- Created intuitive & scalable designs tailored to logistics systems
- Led design projects, ensuring timely and high-quality deliverables

Jul 2016 – Dec 2020

Lead UI & Software Designer | Hanes, Champion Brand

- Led design team in creating wireframes, prototypes, and style guides for both B2C & B2B websites & mobile applications
- Developed interactive prototypes for usability testing, integrated UI guidelines into development processes.
- Managed project progress, implemented accessibility standards, validated design & product ideas through user feedback & testing

Aug 2014 – Jul 2016

Lead UI Designer & UX Developer | Firespring

- Led UI & UX design projects for SaaS site templates and mobile apps, ensuring intuitive navigation and user experience.
- Collaborated with stakeholders to develop functional requirements
- Won two national-level Addy agency awards for Best UX
- Implemented software development life cycle processes, including design, coding, testing, and maintenance
- Analyzed business requirements to determine suitable technology solutions that meet customer needs within budget & deadlines

Apr 2012 – Mar 2016

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