

JOSHUA SCHMITZ

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🏠 Norman, OK, USA (Remote, US Central)

EDUCATION

MFA | DESIGN & DIGITAL ARTS

University of Texas | President's Scholar

BS | AEROSPACE ENGINEERING

Embry-Riddle Aeronautical Univ | Dean's List

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

Certified ScrumMaster® (CSM®), 2020

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, and Design Practice Groups

TOOLKIT

- Figma, Whimsical, Miro, Lucid/Spark
- CATIA, Solidworks, Blender, AutoCAD, Inventor, Alias, Rhino, Matlab, FL Studio
- **Adobe Creative Suite:** Illustrator, Photoshop, InDesign, After Effects

INDUSTRY EXPERIENCE

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

EXPERIENCE (NOT AN EXHAUSTIVE LIST)



Sept 2024 – Present (Contract, Remote)

Staff Product Designer | FM

- Added AI-driven features, shortening workflow times by 33% and improving end-user Net Promoter Score by 18 points.
- Overhauled company design system, resulting in a 25% cut in time-to-launch for new product modules & layouts from design.

Jan 2023 – Dec 2024 (Contract, Remote)

Staff Product Designer & Team Lead | Moody's / RMS

- Created centralized design system, enabling 33% faster rollout of new features, aligning 12 products to common standard.
- Standardized UI/UX across web and mobile platforms, increasing multi-platform user retention rate by 8%.
- Mentored and upskilled a team of 6 junior designers, with 100% reporting improved competency in UXR methodologies.
- Built and maintained reusable Figma components that reduced duplicate effort by 40% in ongoing product releases.

Jan 2022 – Jan 2023 (Contract, Remote)

Head of Product Design | Qrypt

- Built from-zero brand (and guidelines) and product design system.
- Built team to four capable designers.
- Lead team/pod sprints, planning, mentorship.
- Presented plans and progress to C-suite and other key stakeholders.

Jan 2021 – Jan 2022 (Contract, Remote)

Product Design Manager | Amazon, DSP

- Defined product vision for logistics tools, increasing employee task efficiency by 30% and reducing front-line user training time by 25%.
- Conducted UXR with 50+ warehouse and delivery staff, resulting in a 35% decline in reported usability issues.
- Designed UI systems that supported a 20% reduction in average task completion time across logistics workflows.
- Delivered all design projects before deadline while maintaining a perfect satisfaction score in stakeholder reviews.

Aug 2016 – Dec 2020 (FTE, Remote)

Lead UI Designer & Product Manager | Hanes, Champion

- Led team in developing UI/UX for B2B & B2C platforms, boosting user conversion rates by 12%, ensured ally compliance to WCAG AA.
- Launched interactive prototypes adopted by engineering, reducing design-to-development handoff errors by 50% using Figma.
- Managed project pipelines, achieving a 98% milestone completion rate and increasing customer satisfaction scores by 20%.
- Conducted iterative usability testing, leading to a 33% reduction in user-reported navigation issues.

May 2005 – Dec 2025 (Founder, Freelance Business)

Product & Brand Strategist | Stellar Impact / Aerospacecase

- Designed AI-driven conversational products, including generative tools for RMS, ANNIE AI, and a Law AlaaS solution, resulting in an average 25% increase in client digital engagement.
- Developed logos and branding assets, raising client brand recognition scores by up to 33% in brand lift studies.
- Built cohesive visual identity systems and streamlined UX flows, increasing average customer engagement rates by 40% and satisfaction scores by up to 90% across client projects.
- Delivered web, native, and branding design for 40+ organizations, including Fortune 500s, startups, and government clients.
- Supported projects for high-profile clients, including Meta, St. Jude's, Lowe's, NPS.gov, Little Caesar's, MGM Resorts, Visa, AT&T, CBRE, and government agencies; earning repeat business and contract extensions from 86% of major clients from design impact.