

Ryan Schmidt

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Senior-level Product Designer focused on enterprise B2B SaaS platforms, owning discovery-to-delivery across complex workflows. Partner cross-functionally across two core products to ship workflow improvements informed by research and product signals. Known for design-system governance and practical LLM-assisted workflows that improve consistency, speed, and iteration quality.

Professional Experience

Product Designer · D-Tools, Inc

Remote · October 2021 – Present

- Lead end-to-end product design for two core enterprise B2B SaaS products across highest-usage workflows (discovery to shipped UI)
- Improve engagement and adoption signals on core workflows, backed by Mixpanel trends and usability testing, replacing legacy flows with simpler paths
- Govern a Figma design system across two products (130+ components and variants), reducing UI drift and accelerating consistent delivery
- Co-own problem framing, success criteria, and tradeoffs with PM/Eng; use prototypes and concept tests to surface risk early and clarify direction before build
- Use Claude/ChatGPT to accelerate research synthesis, generate edge-case/state checklists, and iterate UX copy variants
- Built a prioritization framework combining usage signals, research insights, and engineering estimates to reduce rework and keep the roadmap focused on highest-opportunity work
- Drive platform-wide UX cohesion across products; align 4 feature-area designers on shared patterns and IA to reduce conflicting experiences across shared flows

Senior Design Group Critique Facilitator · DesignLab (Part-Time)

Remote · March 2021 – Present

- Facilitate design critiques and mentor 150+ aspiring UX/UI designers, strengthening problem framing and raising case-study quality through structured feedback
- Coached mentees into first UX roles; several progressed into senior positions

Product Designer · Bytemark (Contract)

Remote · March 2021 – October 2021

- Shipped white-label mobile/web experiences across multiple client brands, balancing brand constraints with reusable UI patterns; delivered ahead of schedule while meeting HIG, Material Design, and WCAG AA

Skills

Product & UX Design (core)

Enterprise B2B SaaS · Integrations & shared workflows · Design systems & governance · Data-informed design · Accessibility (WCAG 2.1, APCA)

Product & UX Design (additional)

Enterprise UX · UX strategy & discovery · User research & synthesis · Information architecture (IA) · Interaction design · Prototyping (low–high fidelity) · Usability testing · A/B testing & experimentation

Collaboration & Leadership

Cross-functional collaboration (PM, Eng, CS, Sales) · Roadmap influence · Stakeholder communication · Mentorship & critique (150+ designers) · Design system evangelism

Tools (primary)

Figma · Aha! · Jira · Productboard · Notion · Pendo · Mixpanel · Fullstory · Loom

Front-end (working knowledge)

HTML/CSS · JavaScript/TypeScript · React

AI in Workflow

ChatGPT · Claude · AI-assisted research synthesis · Content/UX copy exploration · Ideation support

Education

BA in Cultural Anthropology – Clarion University

Certifications

- Fullstack Developer Certification – Scrimba, 2025
- Data-Driven Design Certification – DesignLab, 2023
- Design System Management Certification – Memorisely, 2022
- UX/UI Design Certification – DesignLab, 2020