

Ryan Schmidt

Product Designer · Austin, TX

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Senior-level Product Designer (UX/UI) with 5+ years in B2B SaaS, leading enterprise platforms used by thousands of users. Drive product strategy and roadmap decisions through user research, product analytics, and experimentation, and own Figma-based design systems that scale UX and accelerate delivery across teams.

Professional Experience

Product Designer · D-Tools, Inc

Remote · October 2021 – Present

- Led end-to-end design strategy for two core B2B SaaS products, aligning user needs, technical feasibility, and business goals, resulting in a **20% lift in user engagement**
- Own and evolve the **Figma-based design system** across products, increasing UI consistency and speeding delivery for cross-functional teams
- Translate user research, stakeholder input, and product analytics into rapid prototypes and usability tests that de-risk high-impact features before development
- Established a **data-informed approach to roadmap prioritization**, combining product metrics, research insights, and engineering effort to decide what ships next
- Partner closely with engineering from discovery through release, clarifying edge cases and QA'ing critical flows to ensure high-quality implementation

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

Remote · March 2021 – Present

- Mentor **150+ aspiring UX/UI designers** on problem framing, design thinking, and storytelling, with many students landing their first UX roles
- Lead structured critique sessions from research through high-fidelity prototypes, coaching designers on **product reasoning, trade-offs, and outcome-focused case studies**

Product Designer · Bytemark (Contract)

Remote · March 2021 – October 2021

- Designed responsive white-label mobile and web experiences for enterprise clients, applying HIG, Material Design, and WCAG AA standards while collaborating with distributed engineering teams in Agile sprints

Skills

Product & UX Design

B2B SaaS · Enterprise UX · UX/UI Design · UX Strategy · Product Discovery · User Research & Synthesis · Interaction Design · Information Architecture · Prototyping (low-high fidelity) · Usability Testing · Design Systems & Tokens · Accessibility (WCAG 2.1, APCA) · Data-informed Design & Experimentation

Collaboration & Leadership

Cross-functional Collaboration (PM, Eng, CS, Sales) · Roadmap Influence & Feature Prioritization · Mentorship, Coaching & Design Critique · Stakeholder Communication

Tools

Figma · HTML/CSS · JavaScript/TypeScript · React · Pendo · Mixpanel · Jira · Productboard · Notion

Education

- BA in Cultural Anthropology – Clarion University, 2013

Certifications

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