

Derek Schwarz

UX Lead Designer, Strategist & Researcher

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SUMMARY

- 15 years experience in UX design, strategy, and research for product, web, and mobile applications across a wide array of industries
- Strength in leading strategic meetings with C-Suite stakeholders, managing, mentoring, and leading teams
- Extensive UX experience, via moderated and unmoderated usability testing, customer and stakeholder interviews, competitive analysis, strategy workshops, surveys, persona development, user journeys, experience maps, content audits, card sorts, information architecture, sitemaps, wireframes, rapid iterative design, prototype development, eye tracking, heat maps, and A/B testing

TOOLS

- Figma • Sketch • InVision • Axure • Adobe XD • HotJar • UserTesting.com • TryMyUI • TheyDo • Miro • MURAL

WORK EXPERIENCE

- **Contract UX Lead Designer, Strategist, & Researcher - Jan 2022 - Present**
 - **Velir - Digital Agency**
 - Redesigned the UX for Bill & Melinda Gates Foundation, Boston Museum of Science, Windsor Communities, Pioneer Square Brands, Energize CT, Brooklyn Data Co., American Health Information Association, Polen Capital, New York State Canals, Business Group on Health, and US Holocaust Memorial Museum
 - **Elevated Third - B2B Digital Agency**
 - Optimized the UX strategy for Cracker Barrel, Northmarq, Union Bank & Trust, and G&A Partners
 - **Boston Digital - Digital Agency**
 - Redesigned the UX for Mass General Brigham Healthcare System, Boston Logan Airport, Liberty Mutual, L.E.K. Consulting, Harvard Extension School, Northeastern University Graduate School, CONMED, Isaacson Miller, REGENXBIO, Horizon Beverage, Point32Health, and MCRA
 - **MacQuarium - Customer Experience Agency**
 - Evolved the UX of Norfolk Southern's rail shipping customer portal
 - **Huge - Digital Agency**
 - Redesigned Barclays corporate and investment banking site's IA and navigation
- **Associate UX Director / UX Lead - Boston Digital OCT 2017 - JAN 2022**
 - Led UX design team, mentoring and managing UX designers
 - Responsible for pitching clients, presenting to C-Suite stakeholders, and evolving the agency's UX processes and cross-team collaboration between development, visual design, accounts, digital marketing and sales
 - Led the UX strategy and design for clients including Carrier, Valero, Moderna, John Hancock, Harvard Medical School, Michigan Law, Fage Yogurt, Vertex Pharmaceuticals, Cambridge Trust, Charles River Labs, ConMed, L.E.K. Consulting, Onity, LenelS2, and Five Star Senior Living
- **UX Lead Product Designer - Infinata JUL 2016 - Nov 2016**
 - Led the UX design team for a total redesign of the existing product; responsible for design vision, integration of UX processes into the agile team, creating the information architecture and designing wireframes for the customer and admin portal
- **UX Product Designer - Kronos MAR 2014 - JUN 2016**
 - Led the design of multiple web and mobile products, collaborating closely with a cross-functional team for a wide array of clients including Google, Nike, Target, Apple, Mass General Hospital, Marriott, Universal Studios, and Zappos
- **Co-Founder and Product Designer - UgoBudi MAY 2011 - JUL 2014**
 - Managed product design and lead UX strategy and research for mobile applications, conducting dozens of usability tests, hundreds of interviews, and iterative rapid product design

EDUCATION

- **Elon University** - Bachelor of Arts in Strategic Communications and Digital Art
- **The Lean Start Up Challenge** - Boston Business Accelerator
- **Flourishing Center** - Applied Positive Psychology Certificate (CAPP) and Applied Positive Psychology Coach Certificate
- **Tony Robbins** - Mastery University and Business Mastery University