

# Greg Schwartz

Portfolio: [gregschwartz.net](http://gregschwartz.net)  
Located in San Francisco

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## User Experience Designer Profile

- 9+ years experience in UX: Stanford Master's Degree in Human-Computer Interaction, BS in CS at UCI
- Develop wireframes, storyboards, flow diagrams, and prototypes to communicate design
- Validate designs using paper prototyping, clickable prototypes, and A/B testing
- Adept at communicating with engineers & PMs to launch products with great UX & minimal engineering time
- Leadership and public speaking skills — including podcasting, teaching, and coaching

## Experience

**User Experience Designer and User Researcher:** Freelance 2015–present, SF

- Provide wireframes & user flows to create intuitive and consistent experiences
- User research interviews, including written and video summaries — validating new directions or gathering user feedback to pivot
- Work with engineering team & product management to produce product vision, and implement designs
- Positive client feedback: “The launch is going well. Before, users sent 1 [invite a friend] every other day. Today, it's 12.”

**Mentor for User Experience course:** Springboard 2016–present, SF

- Created user research video example & lesson for 1300+ students
- Teach UX skills: user research, empathy maps, personas, sketching, wireframes, clickable prototypes, heuristic analysis, lean UX aka minimum viable products, information architecture, style guides

**Director of Product, User Experience, Mobile:** Zipongo 2012–2014, SF

- UX design and prototypes for consumer-facing web, iPhone, and Android
- Designed & tested iBeacon/Bluetooth LE system to recommend items when user enters cafe
- Owned A/B testing using Optimizely, hand-wrote Javascript alterations for tests
- Patent US10049598: Passive Tracking And Prediction Of Food Consumption, used wearable body sensors

**User Experience Designer:** Keas 2012, SF

- Designed wireframes, rich prototypes, and worked with graphic designer to create finished comps
- Conducted user research on-site in CA & FL, documented via video & screen captures. Presented overall findings and recommended solutions in combined meeting with Engineering and Product teams
- Introduced team to data-driven design with A/B testing to measure improvement of new features

**Lead User Experience Designer:** MindSwarms 2010–2011, SF

- Architected complete overhaul of prototype, including integrating founder's wish-list of features
- Paper prototyped critical flows and validate designs with customers
- Two most-used flows received resounding praise from users during paper prototyping, and after launch

**Front End Designer and Engineer:** Playdom 2009–2010, MV

- Created simplified UX for games, including reusable mobile components for targeted messaging
- Created and led regular meeting for engineers to brainstorm new features for games

**Lead Developer:** Web Advanced 2005–2007, OC

## Education

**Stanford: MS in Computer Science: Human-Computer Interaction** 2007–2009

- Published research in UIST 2008: *Harvesting Helpfulness: Studying an Online Farmer's Forum*. Used A/B testing to study methods of enhancing forum threads with maps of commenters' locations
- Additional Research: haptic feedback in cars, next-generation map interactions

**UC Irvine: BS in Computer Science** 2001–2005

**Eagle Scout** 1999