

Greg Schwartz Senior UX Designer

Summary

Stanford
University

Master's in
Human-Computer
Interaction

13

Years of UX
experience



Engineering
background
(frontend &
backend)



Eagle Scout

Portfolio



GregSchwartz.net

Work

Freelance Senior UX Designer & Researcher Freelance 2015–now

- Created wireframes and user flows to intuitively solve real problems for real people
- Conducted user research interviews, analysis, presented user needs
- Collaborated heavily with engineering, designers, product, stakeholders
- Took complex ideas and simplified them into holistic and elegant experiences
- Turned business and engineering writing into easy-to-understand copy & content
- Clients included: CAD for solar, CRM for solar, simplified finance apps, and more

Founder, Senior UX Designer, Researcher Couple Up 2020-2022

- Defined design and strategy based on user research interviews and surveys
- Used human-centered design and [design principles](#) to create & iterate app in Figma
- Created prototype, recruited 100 users, ran user testing, plus A/B testing homepage
- Released improved version on the Apple App Store
- Managed and collaborated with visual designer to create design system

Mentor for UX course Springboard 2016-2020

- [Recorded example of user research interview](#) with over 1300 views
- Taught students complete UX curriculum: 250+ calls, average satisfaction 96.2%

Director of Product, UX, Mobile Zipongo 2012–2014

- Designed and prototyped consumer-facing web, iPhone, and Android apps
- Vision and launch of location-based notifications via iBeacon/Bluetooth LE
- Owned and operated complete A/B testing of website
- Patent: [Passive tracking of food via wearable body sensors](#)

User Experience Designer Keas 2012

- Designed wireframes, rich prototypes collaborating with visual designer & engineers
- Conducted on-site user research in CA and FL, proposed options for solutions
- Championed A/B testing to validate improvement of designs

Lead User Experience Designer Mindswarms 2010-2011

- Designed architecture to turn prototype into production web app
- Paper prototyped critical flows and validated designs with customers
- Primary flows received resounding user praise in paper prototyping & post-launch

Front End Designer and Engineer Playdom 2009-2010

- Created easy-to-use, reusable UX for targeted messaging in mobile games

Lead Developer Web Advanced 2005-2007

- Built mapping system “clearly head and shoulders above what [customer] or Mapquest was expecting” after learning ASP.Net, C#.Net, MapQuest API

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Education

Stanford: Master's in Human-Computer Interaction

2007-2009

- Published research: [A/B-tested enhancing forum threads with maps](#)
- Additional research: haptic feedback in cars, next-generation map interactions

UC Irvine: Bachelor's in Information & Computer Science

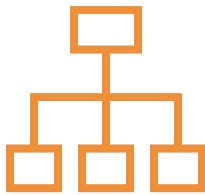
2001-2005

- Best Undergrad team in Graduate School of Management Business Plan Competition

Skills



User Research
Interviews



Information
Architecture



Wireframes



Clickable
Prototypes



A/B Testing



Agile
Experience

Feedback

Huge asset to the team. His designs are well thought through; his experience as an engineer adds to his value as a designer, fluidly bridging design and implementation.

Genevieve Wang
Product Head, Zipongo

Powerful mix of thoughtful product investigation and design. Great presentation abilities.

Chris Finne
CTO, Venrock Associates

A great UX designer and a pleasure to work with. I admire his focus on keeping the user interface accessible, consistent, and simple.

Alexei Andreev
CTO, Orbital

Contact

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