

BRET SCHWALB

Product Design Consultant

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Product Design Consultant with 15+ years of experience modernizing design practices and strengthening enterprise digital products for organizations across financial services, healthcare technology, and enterprise software. Brings extensive experience developing scalable design systems and leading cross-functional teams across complex product environments, with additional depth in designing AI-driven products. Proven ability to improve user satisfaction and business ROI through human-centered design.

AREAS OF EXPERTISE

Product Design	User Research	Human-Centered Design
Design Leadership	Usability Testing	Rapid Prototyping
Design Systems	Accessibility (WCAG)	Agentic AI Integration
Design Operations	Design Thinking	Prompt Engineering

PROFESSIONAL EXPERIENCE

Capital One – Discover Global Network | Riverwoods, IL

Design Manager 2020 – Present

- Accelerated product launch cycles by 20% by developing and deploying scalable product design framework that nurtured design, development, and product team collaboration.
- Consolidated 6 legacy portal design systems into single, mobile-first, WCAG-compliant system, ensuring accessibility and consistency across all enterprise applications.
- Leveraged AI-assisted coding and Figma Make to rapidly build functional end-to-end prototypes and internal tools for high-risk, secure platforms under strict compliance.
- Increased application modernization by establishing a high-performing design team and fostering data-driven, human-centered design culture.
- Introduced data-driven, continuous improvement process, integrating user feedback, analytics, and user research to drive iterative product enhancements.
- Drove adoption of design thinking and prioritizing user-centered design by fostering strategic, cross-domain relationships, including senior leadership.

Strata Decision Technology | Chicago, IL

Senior User Experience Architect 2019 – 2020

- Embedded user experience practices directly into engineering team and processes improving product quality while maintaining development velocity.
- Cultivated cross-functional alliances by transforming stakeholder relationships, leading to collaborative partnerships that fully adopted UX methodologies.
- Created detailed user flows, wireframes, annotated drawings, and usability testing plans.
- Created and delivered in-house design thinking curriculum to train non-design team members, fostering organizational creative problem-solving.

Alight Solutions, formerly Aon-Hewitt | Lincolnshire, IL

Senior User Experience Designer

2015 – 2019

- Reduced call center volume by 20% by redesigning key consumer mobile applications.
- Reimagined employee benefits enrollment into a guided, mobile-first 15-minute experience.
- Secured multi-million-dollar accounts by delivering brand-matched portal designs meeting complex business compliance requirements.
- Designed cross-cultural virtual assistant for the guided benefits enrollment experience.

Omeda Communications | Northbrook, IL

Senior User Experience Designer

2011 – 2015

- Secured firm's largest client in 40 years following 4-week, end-to-end redesign of the customer information management system.
- Established user experience methodologies and practices within the Agile framework.
- Designed SaaS customer management systems, marketing campaign tools, and reporting tools.
- Conducted user research and testing through analytics, surveys, direct observation, and interviews.

SELECTED PROJECTS

Career Camp (Agentic AI Career Assistant)

- Architected and deployed an AI-driven career guidance tool utilizing custom agentic logic and custom agentic logic and prompt engineering frameworks to deliver personalized, comprehensive career roadmaps.

ListShot (AI-Powered Computer Vision App)

- Engineered AI app integrating computer vision and LLMs to convert physical text and real-world objects into digital lists.

EDUCATION

Bachelor of Fine Arts in Industrial Design

University of Illinois at Urbana-Champaign

PUBLICATIONS & SPEAKING

- Author of *Play to Innovate*, focused on organizational innovation, and *Making Great Clients*.
- Delivered presentations as Keynote Speaker on creative culture to Fortune 500 audiences.

TECHNICAL TOOLS

Figma (Variables, Tokens, Figma Make) | Sketch | InVision | Adobe Creative Suite | Google Analytics | HTML/CSS | JavaScript