

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 across financial services, healthcare, and software.

- **Design Systems & Scalability:** Proven success consolidating legacy systems into mobile-first, WCAG-compliant systems and accelerating launch cycles.
- **AI & Prototyping:** Expert in AI-driven design, agentic logic, prompt engineering, and rapid end-to-end prototyping for secure platforms.
- **Leadership & Strategy:** Skilled in leading cross-functional teams, establishing design ops, and driving measurable ROI through human-centered design.

AREAS OF EXPERTISE

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

PROFESSIONAL EXPERIENCE

Discover Global Network (Acquired by Capital One) | Riverwoods, IL

Design Manager

02/2020 – 10/2026

- 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.
- Pioneered 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

07/2019 – 02/2020

- 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

08/2015 – 06/2019

- Slashed 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

10/2011 – 03/2015

- Landed 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 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 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, Make) | Sketch | Adobe Creative Suite | Google Analytics | HTML/CSS | JavaScript