

FATIMA SCHWARTZWALD

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[LinkedIn](#) | San Diego, California. US Citizen

Principal/Staff Product Designer | Staff User Experience (UX) Designer

Strategic Product Design Leader with a proven record in defining clear product goals and implementing robust design systems. Recognized for innovating features aligned with user and business needs, translating complex flows into visually cohesive systems. Successful in developing and scaling UX practices within organizational structures, managing design teams across diverse projects. Proficient in UX principles, excelling in multi-platform design systems, rapid prototypes, and comprehensive product documentation. Accomplished in driving workshops, design sprints, and synthesizing user-centered design from diverse inputs. Adept at agile development, specializing in Gen AI and cross-platform features. Known for breaking down challenges, coordinating with industry publications, and thriving in fast-paced environments while maintaining a strategic vision.

Education

MFA – Interdisciplinary Design | College for Creative Studies – Detroit MI, USA | Sep 2012 – Jun 2014

BFA – Industrial Design | Al-Zahra University – Art & Design Faculty, Tehran | Sep 2002 – Feb 2007

Core Competencies

- Strategic Thinking
- Story Telling & Vision Presentations
- Interaction Design, Visual Design
- Concept Development/Sketches
- Mockups, Prototyping
- Wireframes, Infographics
- Qualitative/Quantitative Research
- UX Strategy, UX Research
- Market Research
- Cross-platform Design
- Design Thinking Methods
- Brand Identity Management
- Storyboard Creation
- Data & Task Analysis
- Information Architecture
- User flows, Usability Testing
- Cognitive Walkthrough
- Creative Problem Solving

Career Experience

Intuit

Lead product designer, Mar 2022 – Present

Played a key role in driving product innovation and enhancing user experiences in the dynamic realm of financial technology. Collaborating seamlessly with cross-functional teams, I've actively contributed to shaping the future of QuickBooks mobile app. My responsibilities include conducting thorough market research and collaborating with stakeholders to craft product roadmaps aligned with QuickBooks strategic objectives.

- Lead all facets of the vision, mindset, process, and results for the QB accounting and automation mobile app.
- Drive the user-centric approach for cross-platform features in the product by pioneering new methods to create best-in-class user experiences.
- Leverage profound customer empathy studies to comprehend and distill complex issues, translating them into clear, focused, and understandable UX solutions.
- Champion market-led technologies like Intuit Assist and Gen AI within interdisciplinary teams while leading the implementation of a UX strategy plan to enhance the product roadmap vision, aligning with user-centered design and business strategy.
- Promote and contribute to the QuickBooks design system while creating products that consider users, push for innovation, prioritize usability, and balance business objectives.

ServiceNow

Staff Product Designer | Senior Product Designer, Sep 2017 – Mar 2022

Led design strategy and drove interaction solutions for incident response management tool provided by ServiceNow under the "Lightstep" (A startup acquired by SN) domain. Collaborated closely with stakeholders, product managers, and other design leaders to understand needs and define the requirements, product strategy, and roadmap.

- Collaborated with development leads, guiding a team of researchers, content creators, and visual designers to craft intuitive, visually appealing, and compelling experiences on the ServiceNow platform.
- Brought ideas to life through sketches, journey mapping, storyboarding, and other methods, fostering collaboration within creative teams and effectively communicating with stakeholders to design core experiences.
- Drove user research to grasp current user goals, tested potential design solutions with users, and translated those insights into actionable outcomes, leading to the launch of successful products.
- Translated requirements and user needs into tangible interaction designs through detailed wireframes, mockups, and prototypes.
- Led a team of visual designers, content creators, and UX designers to cultivate a best-in-class user experience and ensure the delivery of exceptional craftsmanship.
- Mentored numerous UX interns to foster professional growth and enhance their understanding and application of the UX Maturity model.

Technical Skills

Adobe Creative Suite |
Prototyping: Invision &
Sketch, Axure, XD & Figma

Certifications

Design Leadership -
DD (Design Department)

UX Management -
Neilson Norman group

Honors & Awards

Red Dot Design Award,
Singapore 2016, With LOV3>
Stream Your Love

A Design Award, Milan 2015,
Home Appliance Category

Core77 Design Awards, New
York 2015, Furniture &
Lighting Category

TriTech Software Systems

Senior Product Designer, May 2017 – Sep 2017

Delivered systems-level design thinking and drove the UX design of computer-aided dispatch (CAD) software from the early stages of research and data collection. Collaborated closely with cross-functional leaders to define the direction for work and build on quantitative and qualitative research to craft delightful experiences to meet customer and business goals.

- Employed the UX Maturity model review process for understanding and delivering user-centered design and redesigning software based on the latest technology and customer needs to achieve more streamlined efficiency.
- Showcased strong instincts and outstanding intuition informed by user needs and insights in performing data analysis, onsite observations, qualitative and quantitative research, concept creation, usability testing, and brainstorming sessions.
- Managed various projects and collaborated with the Product and Engineering teams to conceptualize, wireframe, prototype, and develop business requirements into usable, useful, and delightful products.

Hewlett-Packard

Product Designer, Apr 2016 – May 2017

Developed quality experiences in the design of Auto-Replenishment Service projects for HP genuine supplies for retailers such as Amazon Dash Replenishment Service, Best Buy, and Staples. Designed leading-edge concepts through the craft of end-to-end flows while focusing on Ink services.

- Oversaw everything from information architecture to complete redesigns and delivering final files to the engineers.
- Championed and directed comprehensive user research, delving into the intricacies of current user goals.
- Worked with product managers, engineers, and cross-functional stakeholders to understand requirements and provide creative solutions. Promoted prioritization of design-centered changes, refinements, and improvements.
- Integrated user feedback and business requirements into ongoing product experience updates.

Adtile Technologies Inc.

Product Designer, Dec 2014 – Apr 2016

Led user experience strategy definition, design, and user testing. Administered the early stages of research and ideation and coordinated with multi-disciplinary teams through the design process. Created innovative design solutions about how users interact with mobile-based products.

- Collaborated with development teams to ensure designs are correctly implemented.
- Developed design prototypes, mockups, and storyboards to help communicate design ideas and concepts.

Electrolux Major Appliance

UX/UI Design Intern, May 2014 – Dec 2014

Translated marketing objectives into innovative solutions and created clear and directive wireframes and visual design compositions for major appliances. Analyzed data and implemented them into final solutions and solved complex problems.

- Provided feedback to fuel alliances with UX designers and technical teams in the design & development process.
- Coordinated across disciplines, product lines, and roles for defining and delivering end-to-end user experience.