

Milly Schmidt

Executive Product & Design Leader · Available for full-time or part-time contract or salaried roles · Remote-focused

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ABOUT

I'm a pragmatic, resilient and empathetic design leader with a technical bent. I've worked in the tech industry in various roles since 2010, both technical and managerial, so I can zoom in and out to see the details as well as the big picture. I highly value collaboration, experimentation, feedback, facilitation and research.

I've designed solutions in code as a software engineer. I've designed interfaces, experiences and design systems as a UX designer. I've designed ideas, products, and research projects as a design and product leader. And now I'm designing teams, organisations and conversations as an executive. All of these design lenses have been critical in building my understanding that designing the culture and structure of organisations plays a huge part in delivering high quality solutions for end users.

EXPERIENCE

Experience Design Manager · **Atlassian** | April 2023 – Present

Design leadership · AI · People management · Research · Design systems

Australia's premier tech company. Worked across Search, Notifications, Teams, Links, Atlas, JWM, Jira, Automation and Rovo Studio — managing multiple design teams of up to 10 designers and leading cross-functional groups of 150+.

- Led design team across Rovo Studio, an AI-powered platform for Atlassian users to extend their software with Automations, Agents and Apps
- Part of the working group to upskill Atlassian's design org with AI tools and ways of working
- Delivered training on presentation skills to the design and research orgs in partnership with Mike Monteiro
- Launched and oversaw SEQ research program, becoming a subject matter expert
- Co-created founder-facing strategy for Atlassian Teams; driven technically complex work including Business Process Automation
- Hiring, performance management, contingent worker management, and mentoring of designers outside my team

Senior UX Designer · **RMIT Online** | March – October 2019

UX design · Research · Agile coaching · Management · Facilitation

Cross-functional Agile team building 6–8 week short courses in product management, blockchain, agile, Swift development and more. Managed two designers and integrated UX research into regular delivery cadence.

- Designed and integrated a research approach for a highly constrained product pipeline
- Created a theme system for a custom LMS enabling content editors to build visually pleasing courses without custom code
- Trained various staff in UX research activities; managed technical and non-technical staff including performance management

Director of Product & Design · **Ratelt** | June – November 2018

Product strategy · Executive · UX design · Design Ops · Coaching

Growth-stage, venture-funded startup offering CX feedback software globally. Managed product team (designers, developers, PM); reported directly to CEO as part of executive leadership.

- Established Agile processes, Lean experiment framework and collaborative, cross-functional problem solving
- Developed product management framework, tooling and roadmap; established UX research and design practice including hiring
- Set up component-driven Design Ops approach in collaboration with technical leads
- Acted as technical sales lead and product marketer; project managed and executed new marketing website

Product / UX Designer · EstimateOne | October 2017 – June 2018

Design leadership · UX design · Research · Facilitation · Coaching

Growth-stage SaaS for the commercial construction industry. Developed design and research practice from scratch; helped reorganise from a visually-led company to cross-functional, audience-led squads.

- Transitioned organisation to cross-functional Lean design processes; mentored junior designer in design thinking and UX skills
- Established usability testing and research interview practice; trained team in best practice
- Assisted technical team's transition from Symfony/PHP to React/GraphQL with a component library

Founder · Estimate Work & Dim Valley | 2016 – 2018

Entrepreneurship · Product strategy · UX design · Front-end development · Consulting

Ran two businesses: a bootstrapped SaaS project management product (collaborative estimation tool) and a UX consultancy covering costs of product development.

- End-to-end product development: strategy, user research, competitor analysis, front-end design system and brand
- Consulted to startups and small businesses on UX design including Circle In, IT Strategic and Tilista

EARLY CAREER

UX Engineer · Clover | November 2016 – September 2017

UX research · UI design · React · Design systems · Lean

Fintech startup offering a robo-advice platform for millennials. Combined role of front-end dev (React) and UX. Helped the team find product-market fit through an experiment-driven, Lean workflow.

- Overhauled in-app onboarding for higher conversion; refactored component-driven approach in React
- Conducted generative and evaluative user research; multiple rounds of usability testing

UX / Content Strategy · Weave | August – November 2016

UX design · Content strategy · Information architecture

Delivered UX design and content strategy across multiple client projects. Notable projects: State of the Bays report (Victorian CES), EWOV complaint process redesign, Nando's Australia website redesign.

UX Lead · Equiem | October 2015 – July 2016

UX research · UX design · Design sprints · Leadership

Initiated and led the UX department for a PropTech scale-up. Hired and managed a team of three UX designers; worked with engineering to advise on execution and with stakeholders on strategy.

Front-End Lead · Equiem | February – October 2015

Design systems · Drupal · Sass · JavaScript · Visual design

Delivered a comprehensive theme system refactor. Introduced component-driven Sass strategy, removed 40+ sub-themes, built an extensible icon library and configurable colour picker for client white-labelling.

Software Engineer · Godel | August 2011 – February 2015

Drupal · PHP · JavaScript · Sass · Client management

Led projects across design, development, client management, marketing and internal ops at a web development agency. Progressed from generalist to lead engineer training staff in Drupal, SCSS and JavaScript.

SKILLS & EXPERTISE

Leadership & Management

- Hiring, performance management and ongoing feedback across technical and non-technical teams
- Mix of traditional and progressive management strategies; interested in Teal organisations and equitable, human-centred approaches to anti-fragile teams
- Product management with focus on customer knowledge, research, risk, agility and transparency; product visions built on problems not solutions
- Various implementations of Agile & Scrum enabling empowered, autonomous, high-performing teams

- Skilled facilitator — workshops delivered to conferences, meetups and senior stakeholders; adult development frameworks for talent growth

Design & Research

- Developing research practices (lean and formal): study design, recruiting, user interviews, card sorting, tree testing, usability testing, diary studies, ethnographic and guerilla research
- Research repositories using Drive/Docs, Airtable and Dovetail
- Building and scaling component libraries and design systems to accelerate innovation
- Strong UI design capability: colour theory, typography, accessibility, interaction design and psychology
- Design frameworks: Design Thinking, Jobs to Be Done, GV Design Sprints, Lean UX
- Tools: Figma, Sketch, XD, UXpin, InVision, Balsamiq, Proto.io; research: Optimal Workshop, UsabilityHub, UserZoom, Dovetail

Code & Technology

- React, Angular, Elixir/Phoenix; MVC paradigms including Ruby, .Net, Symfony
- Functional programming with Hoplon, ClojureScript, DataScript & Clojure
- Sass, LESS, CSS, HTML, JavaScript, jQuery, PHP; Drupal and WordPress CMS

OTHER EXPERIENCE & COMMUNITY

Hackathon Mentor · Go Girl Go for IT · Girl Geek Academy · Girls in Tech

Facilitated, mentored and judged hackathons providing technical and design guidance on projects for organisations focused on women and girls in tech.

Speaker · Be Responsive Melbourne · Drupal Melbourne · The Web Meetup · Agile PM Meetup · DDD Melbourne · and more

Co-organiser · IxDA Melbourne · Melbourne chapter of the Interaction Design Association

Co-founder & Mentor · Therapy for Designers

Group mentorship for design communities, now a worldwide meetup. Co-founded alongside Simone Attanasio and Benaz Irani.

Mentor · ADPList · Ranked as one of Australia's top mentors

EDUCATION

BA (Advanced) in Arts · University of Sydney · 2006–2009

UX Immersive (part-time) · General Assembly Melbourne · October–November 2015

REFERENCES

Managed me: Celia Romaniuk — Head of Design, Atlassian

Colleague: Amanda Warmerdam, Director of Customer Experience — UsabilityHub

Managed by me: Marcelo Zerwes, Creative Media Manager — RMIT Online

Available on request.