Anthony Schmiedeler

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913-271-1980

I'm a product designer with a passion for people-first problem-solving.

Selected Experience

Senior Product Designer @ Storable

Jan 2022 - Present, Remote

Product Designer II

Mar 2020 - Jan 2022

- Led design on a top-rated self-storage SaaS platform, Storedge. I collaborated with product, engineering, and other stakeholders to deliver sophisticated solutions to business problems that added value for 21K monthly users, and culminated in marked improvement to customer satisfaction and NPS score.
- Led design on a 0-1 product called Access by Storable. We launched an MVP in early 2022 that is already generating revenue and serving hundreds of storage facility operators.
- Leveraged user research to help guide our product roadmaps, drive business decisions, and and define new features.
- Spearheaded the design of Storable's first company-wide design system which is currently being adopted by new and legacy products.
- Spearheaded accessibility and aesthetic enhancements to storEDGE to improve usability and give the platform a much needed facelift.
- Mentored and assisted junior designers

Experience Designer @ Barkley

Feb 2016 - Feb 2020, Kansas City, MO

- Collaborated with cross-functional teams to design and deliver user-centered solutions that drive business growth for nationally known brands.
- Defined UX strategy and led research for new business pitches
- Led end-to-end design on a suite of digital experiences for the Nelson Atkins museum of art that enabled museum goers to play while they learned.

Visual/Interaction Designer @ Cerner Corporation

Sep 2014 - Feb 2016, Kansas City, MO

- Collaborated with engineering and product partners to deliver a variety of helpful and intuitive experiences in the healthcare space.
- Designed interface elements, icons, and other visual assets.

Education

The University of Kansas

2010-2014

BFA in Visual Communication, Minor in Business

Recent Awards & Certificates

- Code Foundations Skill Path - Codecademy (2022)
- Do More Award - Storable (2021)
- Hackathon 1st Place - Storable (2021)
- User Experience Circuit Certificate - General Assembly (2019)