

# Brandon Schmittling

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Portfolio: [bschmittling.com](https://bschmittling.com) • LinkedIn Profile: [btiny.link/linkedin](https://btiny.link/linkedin) • Nationality: U.S. Citizen

## PROFESSIONAL SUMMARY

- Design Leader with extensive experience in user-centered design (UX), user-centered research and testing (UXR), product design, product management and teams management in travel, tourism, finance, fast-moving consumer goods (FMCG), real estate, non-profit organizations (NGO), and cyber security. Broad international exposure across Asia Pacific (APAC) regions, including Singapore, Japan, Malaysia, Philippines, and Indonesia.
- Outstanding performance leading innovation teams and projects with a history of starting design teams from the ground up. Demonstrated expertise in app design, digital platforms, and interactive experiences. Proven ability to manage and work with large, cross-functional and diverse teams in the delivery of multiple projects.
- Persuasive communicator with strong relationship management skills, able to liaise with stakeholders across all levels to bring about sustainable business and organizational growth.

## AREAS OF EXPERTISE

- Co-Design Workshops
- Data-Driven Design
- Design Operations (DesignOps)
- Facilitation
- General Team Management
- Marketing & Brand Content
- Product Design (PD)
- Product Innovation
- Product Management (PM)
- Stakeholder Relationship Management
- Strategic Leadership
- Team Development Planning
- User-Centred Design (UX)
- UX Research (UXR) and Testing
- Effective Communication

## CAREER HISTORY

### Tripadvisor

Jul 2020 – Present

#### Associate Director of Product Design & Creative for Global Markets

##### RESPONSIBILITIES:

- Managing a combined team of 12 across 2 business units, Global Product Innovation and Creative, with a mission to design, build and test innovative products and data-driven marketing content.
- Leading design efforts for global Customer Relationship Management (CRM) and developing new products in APAC.
- Gathering global customer insights and using them to inform the development of key growth areas.

##### KEY CONTRIBUTIONS / CAREER HIGHLIGHTS:

- Founded the Global Product Innovation Team in Singapore and built the capacity to service multiple core products and new business challenges simultaneously.
- Recognised by the VP of Global Markets for excellent leadership and successful project management that enabled regional growth.
- Gained the trust of the U.S.-based product team to execute key initiatives and work on high-visibility surfaces and internal start-up initiatives which were otherwise closely guarded.
- Led the India Product Management Team to improve 2 booking platforms and increased revenue by \$6.5M in 6 months.
- Built a strong collaborative culture and drove year-end business planning for the Global Markets team of 30 people.
- Established the Product Innovation Team of 7 under my direction and led large remote workshops during COVID.
- Transitioned the Innovation Team to product design and management, enabling a Strategist to be promoted to PM.
- Drove Destination Authority product updates and uncovered user insights that continue to inform Experiences strategy.
- Created the foundational innovation work leading to 2 of the 7 new product and service initiatives planned for 2023.
- Positioned Forums and On-Trip Native App as organizational priorities for 2023 that enable travellers to share strategies for destination planning, guidance and booking.
- Realigned Plus Subscription team, reduced operating cost, identified value propositions, and advised on experiments.

## Huge, Brooklyn, NY & Singapore

May 2013 – Jul 2020

### User Experience Lead

#### RESPONSIBILITIES:

- Managed and mentored 3 UX Designers and 7 Product Designers.
- Helped establish the Singapore office and Huge's user-centred approach to design in APAC.
- Collaborated across time zones with clients and teams on research, prototypes and workshops.
- Provided design education, professional development coaching and office culture building.
- Led experience design for clients and new business efforts in the Brooklyn office.

#### KEY CONTRIBUTIONS / CAREER HIGHLIGHTS:

- Relocated to Singapore to work with a specially formed team of strategists, designers and engineers with the goal of driving product transformation for Credit Suisse's new Digital Private Banking platform.
- Supported discovery efforts with ultra-high-net-worth individuals (UHNWI).
- Built a design system for responsive apps and trained a team of 5 designers to use and maintain it.
- Led the concepting and design of the Trading and FX features of the app which together booked \$1B in trade fee revenue in its first year and won 12 industry awards over a 6 year period.
- Explored ideas that became new Credit Suisse projects (watch app, Daily Brief, and social bookmarking).
- Delivered design for External Asset Managers (EAM), Multi-Client Dashboard for family practices, Credit Suisse Invest and CRM.
- Established the experience foundations for 5+ SK-II pop-ups and retail stores in Japan, China and Singapore's Changi Airport.
- Led the SK-II Super Powered Assistant counsellor app redesign and Magic Ring integration that expanded in-store beauty session bookings, sales, CRM and shopping features.

## Horangi Cyber Security, Singapore

May 2016 - Sep 2018

### VP of Creative Design

#### RESPONSIBILITIES:

- Led and mentored a team of 2 Product Designers and 3 Developers.
- Defined company identity, collateral and marketing, including the first generation of the client platform.
- Conducted internal research and organized client workshops in Singapore, Malaysia and Indonesia.

#### KEY CONTRIBUTIONS / CAREER HIGHLIGHTS:

- Hired the first team of 2 designers and set them up as an internal design agency located in Singapore.
- Led the design team through an initial release of the client experience platform resulting in fundraising and awards:
  - Horangi raised \$20M USD in a Series B round led by private equity firm Provident Growth in 2020.
  - Horangi was one of the first cyber security firms in Asia to attain SOC 2 Type II Certification.
  - Horangi was certified as an AWS Security Competency partner.
  - Horangi was awarded 2021 Amazon Web Services (AWS) ISV Partner of the Year in ASEAN.
  - Horangi Warden was named a High Performer Across Multiple Cloud Security Categories on G2 Winter Reports 2022.
- Designed automation for lower-cost aspects of network testing and conducted user testing in Singapore, Indonesia and Philippines.
- Developed internal management tools and designed an MVP for tracking client relationships.
- Revamped the website, Warden platform and directed a brand refresh including recruiting material.

## Weber Shandwick, Washington, D.C.

Jun 2012 - Jun 2013

### Director of Experience Design

#### RESPONSIBILITIES:

- Managed the digital team of freelancers and engineers to build campaign materials and websites.
- Provided creative direction, technical advice, narrative framing and marketing strategy.
- Facilitated digital transformation to help the public relations team adopt user-centered practices.
- Drove freelance agencies' performance and grew the UX discipline within Powell Tate.

#### KEY CONTRIBUTIONS / CAREER HIGHLIGHTS:

- Streamlined the UX discipline to bring user-centered design processes and practices into the D.C. office.
- Developed new business in the UAE and scoped campaign creative materials for retainer clients.
- Helped launch Creative Mornings D.C. by assisting with their first event at the Gibson Guitar Showroom.
- Launched "This is Personal" campaign with the National Women's Law Center.

**Free Range Studios, Washington, D.C.**

**May 2007 - Jun 2012**

**UX Designer & Engineer**

**Hirshorn Zuckerman Design Group, Rockville, MD**

**May 2005 - May 2007**

**Web Designer**

**WebFirst, Rockville, MD**

**May 2004 - May 2005**

**Web & Creative Designer**

#### **FREELANCING & TEACHING**

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**General Assembly, Singapore**

**Jul 2015 - Nov 2022**

**User Experience Instructor**

- Organized 25 full day “Bootcamp” workshops attended by an average of 15 people per day on topics ranging from user-centered design and research to wearables and designing for augmented reality (AR).
- Hosted events to enable students from graduating classes of the UX Design Immersive program to network and learn alongside working professionals.

**Cluster Media, Washington, D.C.**

**Jan 2000 - Oct 2014**

**Founder & Creative Director**

- Led the development of CMS-driven websites for over 20 clients in and around Washington, D.C.
- Drove business development, technical consulting, project management and accounting functions.
- Managed freelancers to deliver projects on budget and on time.

#### **PROFESSIONAL CERTIFICATIONS / COURSES / TRAINING**

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Digital Marketing Foundations, LinkedIn Learning	2022
Digital Marketing Tools, LinkedIn Learning	2022
Leading with a Growth Mindset, LinkedIn Learning	2022
Performance Management, LinkedIn Learning	2022
Developing Leadership Presence, LinkedIn Learning	2022
Sketchup Essential Training, Tertiary Courses Learning	2020
Augmented Reality (AR) Mobile App Development, Tertiary Courses	2020
Advanced Arduino Training, Tertiary Courses	2016
C Programming Essential Training, Tertiary Courses	2015
Autodesk Fusion 360, OneMaker Group	2015

#### **EDUCATION**

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**Bachelor of Fine Arts in Digital Arts & Sciences, University of Florida**

**May 2004**

- Self-published "Reinventions" ebook discussing plausible future human-tech.
- Designed and produced the UF Virtual Tour experience for incoming first year students.
- Collaborated with student artists on video installations and time-based media projects.
- Active in student government, Kappa Sigma Fraternity, Florida Blue Key, and led the video production team for Dance Marathon.
- Alumni spotlight about me: <https://ufdigitalworlds.medium.com/alumni-spotlight-brandon-schmittling-3359a127e912>

**My full work history is on LinkedIn at [btiny.link/linkedin](https://btiny.link/linkedin).**

I'm [@b\\_schmittling](https://twitter.com/b_schmittling) on Twitter and [@bschmittling](https://www.instagram.com/bschmittling) on Instagram.

You can always find me at [bschmittling.com](https://bschmittling.com) or reach me by mobile at +1 (571) 412-7432.

To get to know me a little more, visit [bschmittling.com/about](https://bschmittling.com/about).

For a partial list of clients and work examples, visit [bschmittling.com/work](https://bschmittling.com/work).

To view samples of my writing, visit [bschmittling.com/notebook](https://bschmittling.com/notebook).

I've made a habit of collecting and curating things that inspire me, expand my horizons and help me make sense of the world. You can find some of these things on [Pinterest](#), [Pocket](#) and [Medium](#).

Find me on [Spotify](#) for a pretty awesome [Favorites](#) playlist I keep updated.

Thanks and regards,

A handwritten signature in black ink, appearing to read 'Brandon Schmittling', with a long horizontal stroke extending to the right.

**Brandon Schmittling**

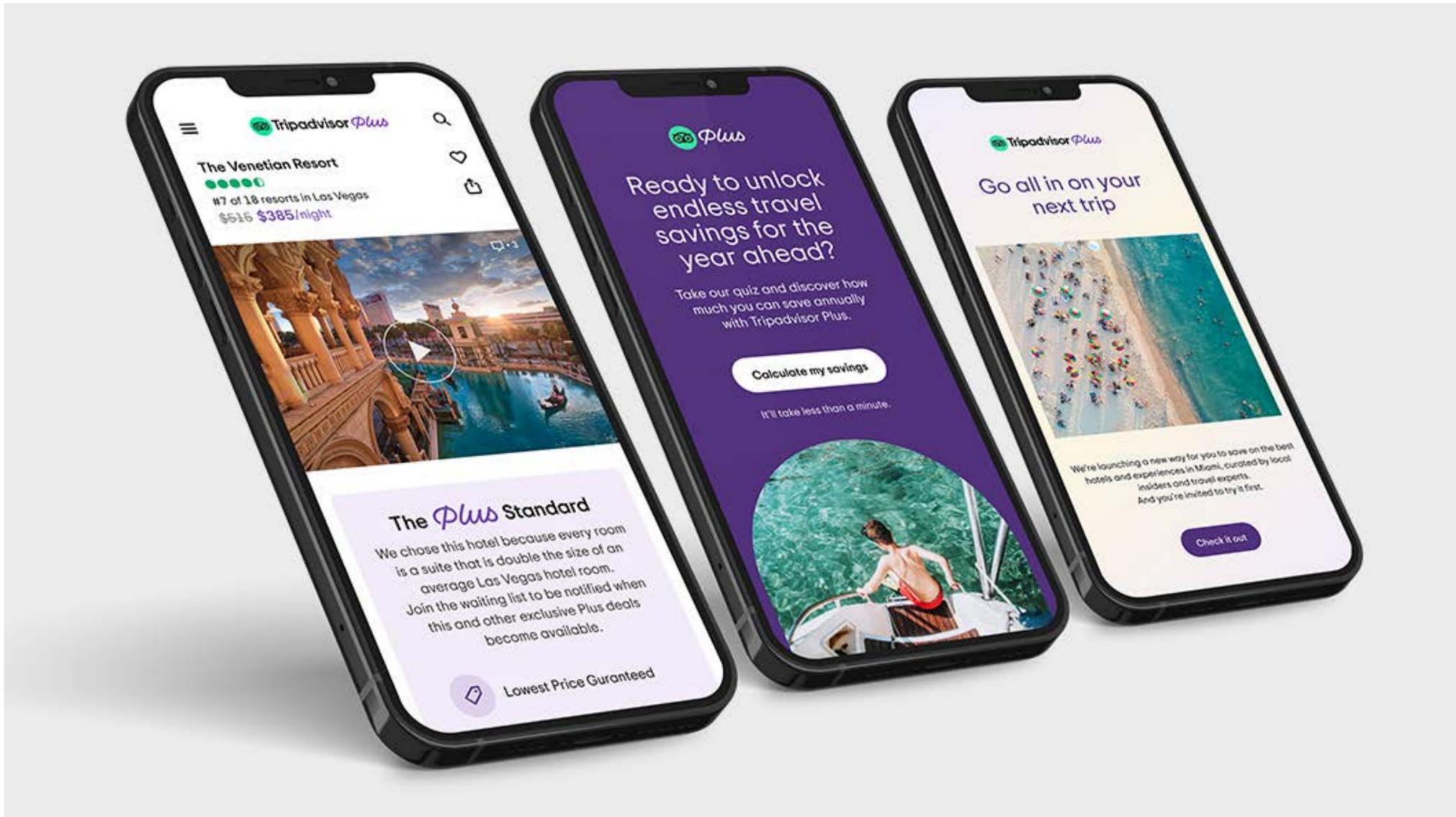
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# Tripadvisor Plus

Curated subscription travel service for the world's largest travel platform

Innovation Design & User Experience Director in collaboration with over 30 team members



## SUMMARY

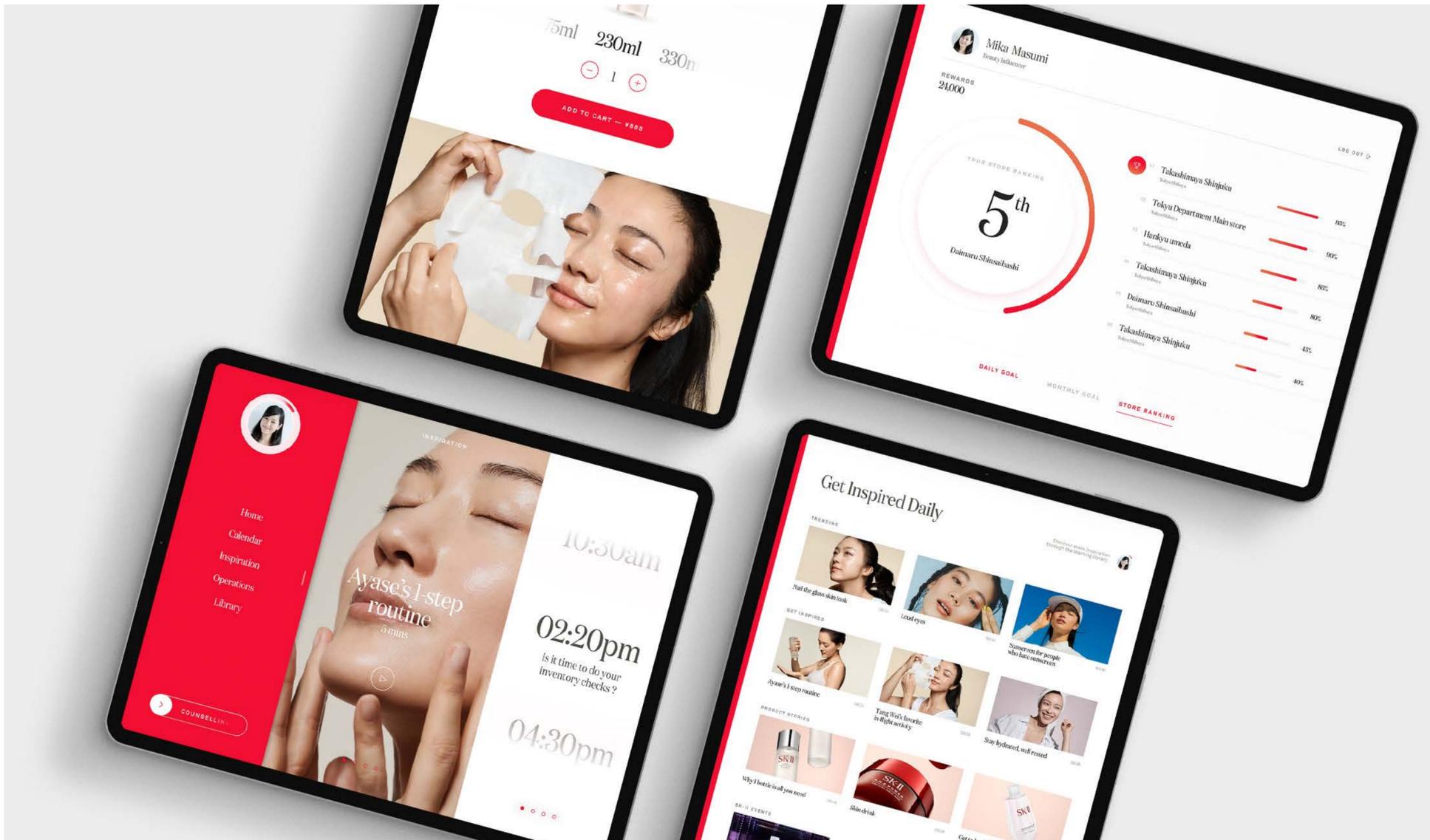
Product Innovation director responsible for internal research and design of multiple platform surfaces for Tripadvisor's new subscription service that unlocks special rates on travel costs. Facing pandemic challenges, five functional teams were united using virtual co-design methods to create a comprehensive Service Blueprint which was successful in aligning stakeholders to customer needs and identifying KPIs. Ad hoc innovation workshops drove post-launch acquisition efforts with marketing content and social media engagement. Now in its fourth phase, Plus has pivoted to focus on curated hotels and travel perks made possible through a personalized Members area. Revenue for Plus is estimated at \$1B annually.

View the newly launched service at <https://www.tripadvisor.com/Plus>

# SK-II

## "Super Powered Assistant" beauty counselor platform for P&G APAC

User Experience Lead & Product Design in collaboration with 14 team members



### SUMMARY

UX lead and product designer for the experience design team responsible for creating a best-in-class store admin and beauty counselor platform for P&G's largest skin care brand in APAC and globally. Currently in its third iteration, this platform represents the culmination of four years of research and collaboration to arrive at the most advanced feature set so far including automated business processes, new counseling experience, learning library and employee management through work shift planning and timesheet management tools.

### Retail case study video

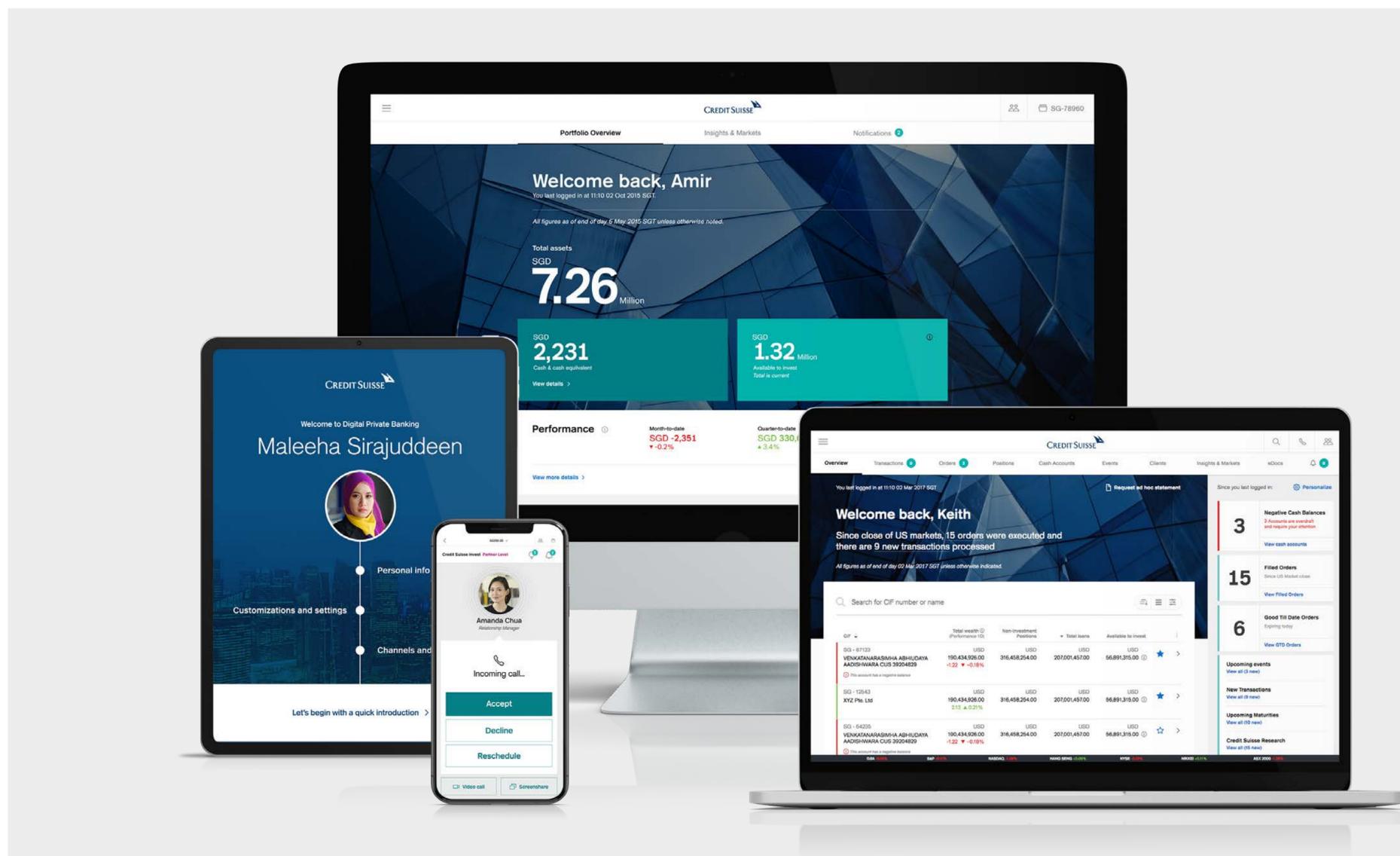


My work with SK-II includes pop-up spaces and interactive retail  
**Watch now at [btiny.link/SK-IIRetailVideo](https://btiny.link/SK-IIRetailVideo)**

# Credit Suisse

## Transformational “Digital Private Banking” platform for UHNWI in APAC

User Experience & Product Design in collaboration with 20+ team members



### SUMMARY

UX lead and product designer for the experience design team responsible for conceiving and designing Digital Private Banking, an award-winning platform that enabled Credit Suisse to book \$1B in trades the first year of launch. This two-year project involved the collaboration of over a dozen business product divisions and integration of multiple third-party tools. Integration with a parallel-tracked “RM Ecosystem” allowed video calls, document collaboration and a tool for clients and RMs to discuss market trends based on social media.

### User Story and Pilot Demo videos

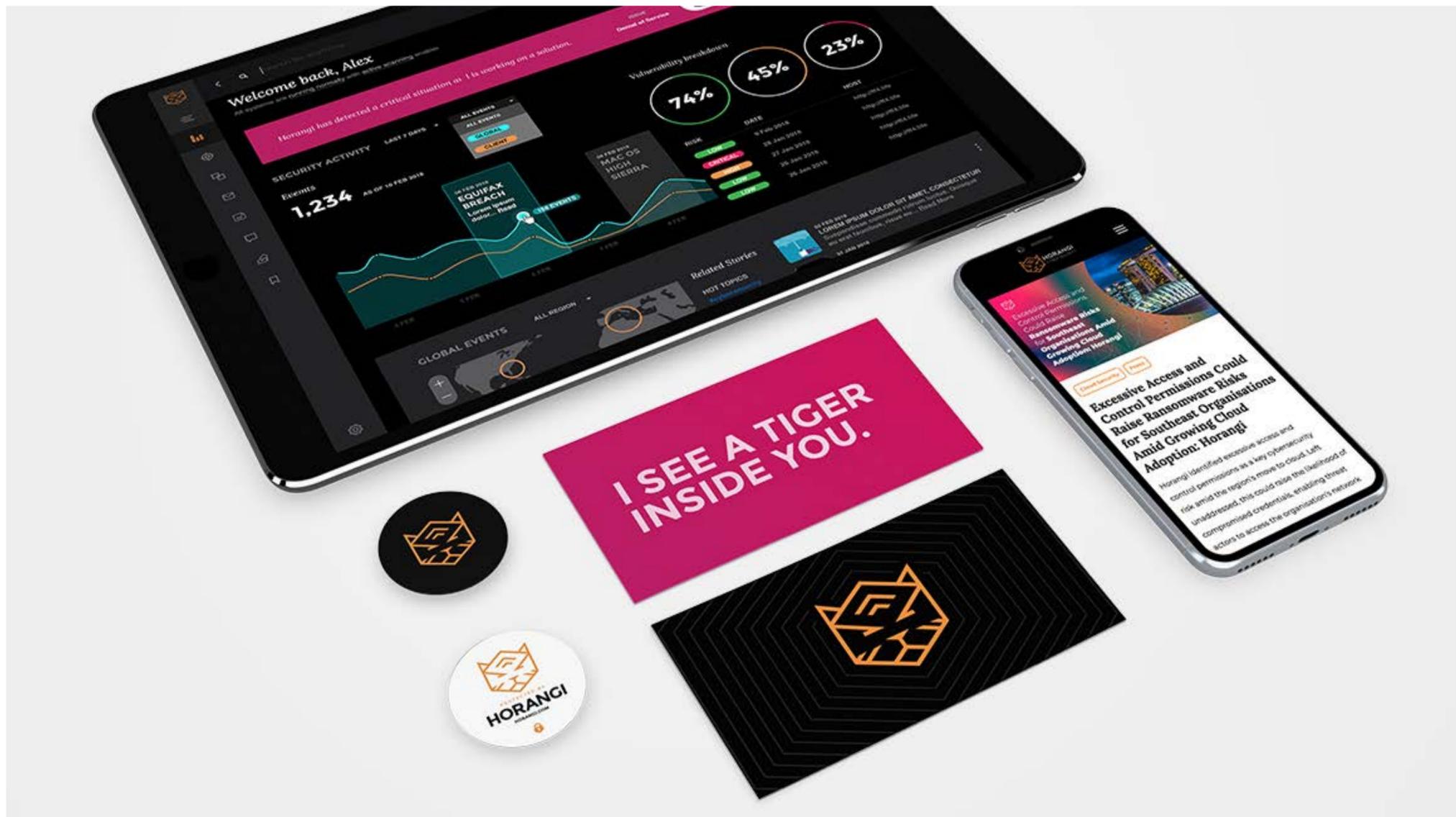


Pilot version of DPB later redesigned as a fully responsive web app  
**Watch now at [btiny.link/CSUserVideo](https://btiny.link/CSUserVideo) and [btiny.link/CS PilotVideo](https://btiny.link/CS PilotVideo)**

# Horangi Cyber Security

Brand and platform for one of the fiercest cyber startups in APAC

*Creative Direction & User Experience & Product Design in collaboration with 10 team members*



## SUMMARY

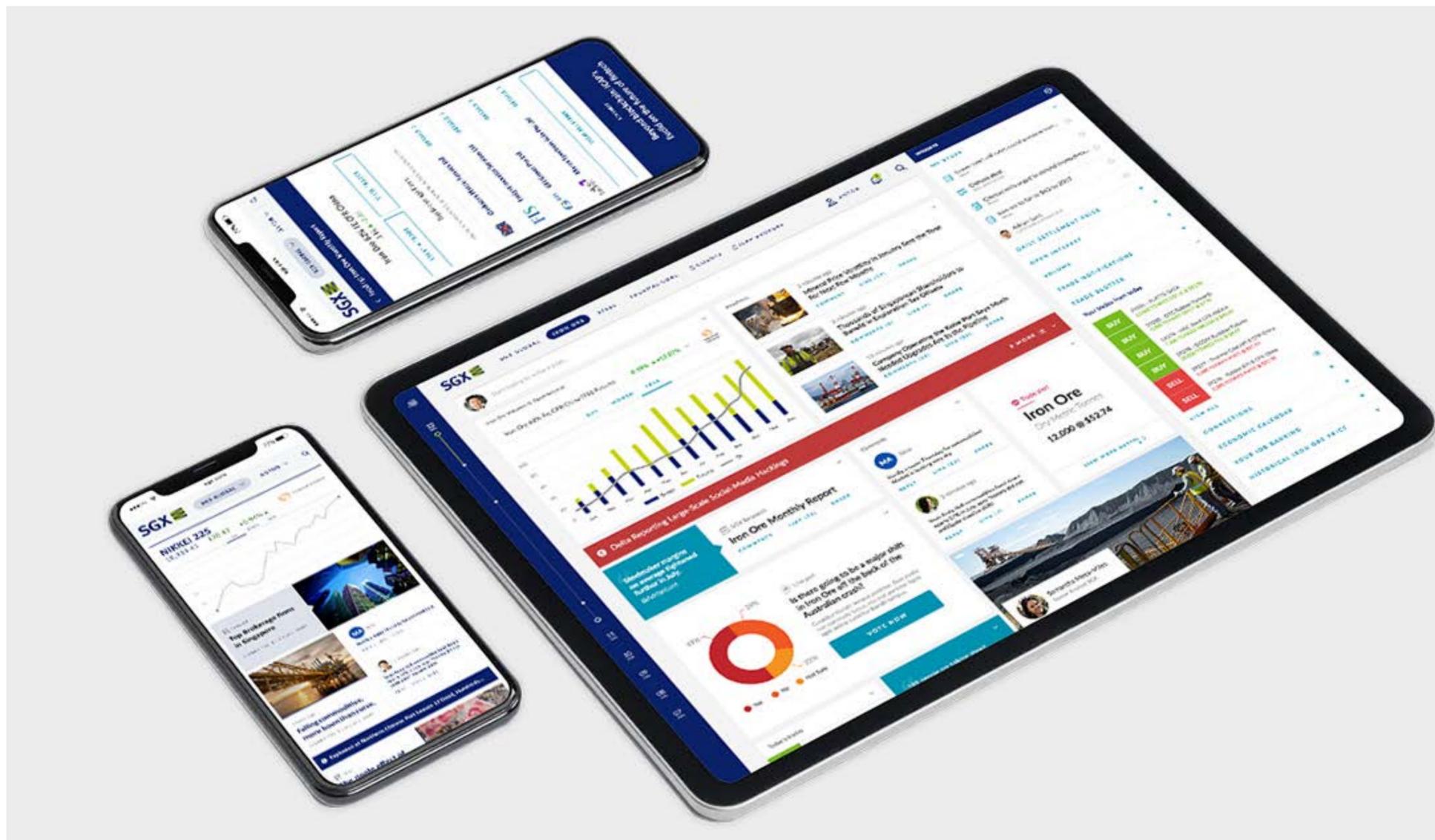
Horangi was founded as a user-centered cyber security startup and needed both an identity and its first platform in order to seek funding and grow beyond Singapore. The iconic tiger face logo became a fast favorite both for its uniqueness and the strength it communicates to clients and investors. And entire brand was built out along with an initial MVP of their first platform. As the company grew to include multiple products and offices in Indonesia, Malaysia, Hong Kong and Korea, the overall brand and individual product identities went through a gradual revision to reposition the startup as a more established organization. Internal co-design workshops and client interviews formed the foundation of Horangi's newest product known as Warden.

View more at <https://www.horangi.com>

# Horizon Social Trading Platform

Real-time conversation and commodity trading platform concept for SGX

User Experience & Product Design in collaboration with 4 team members



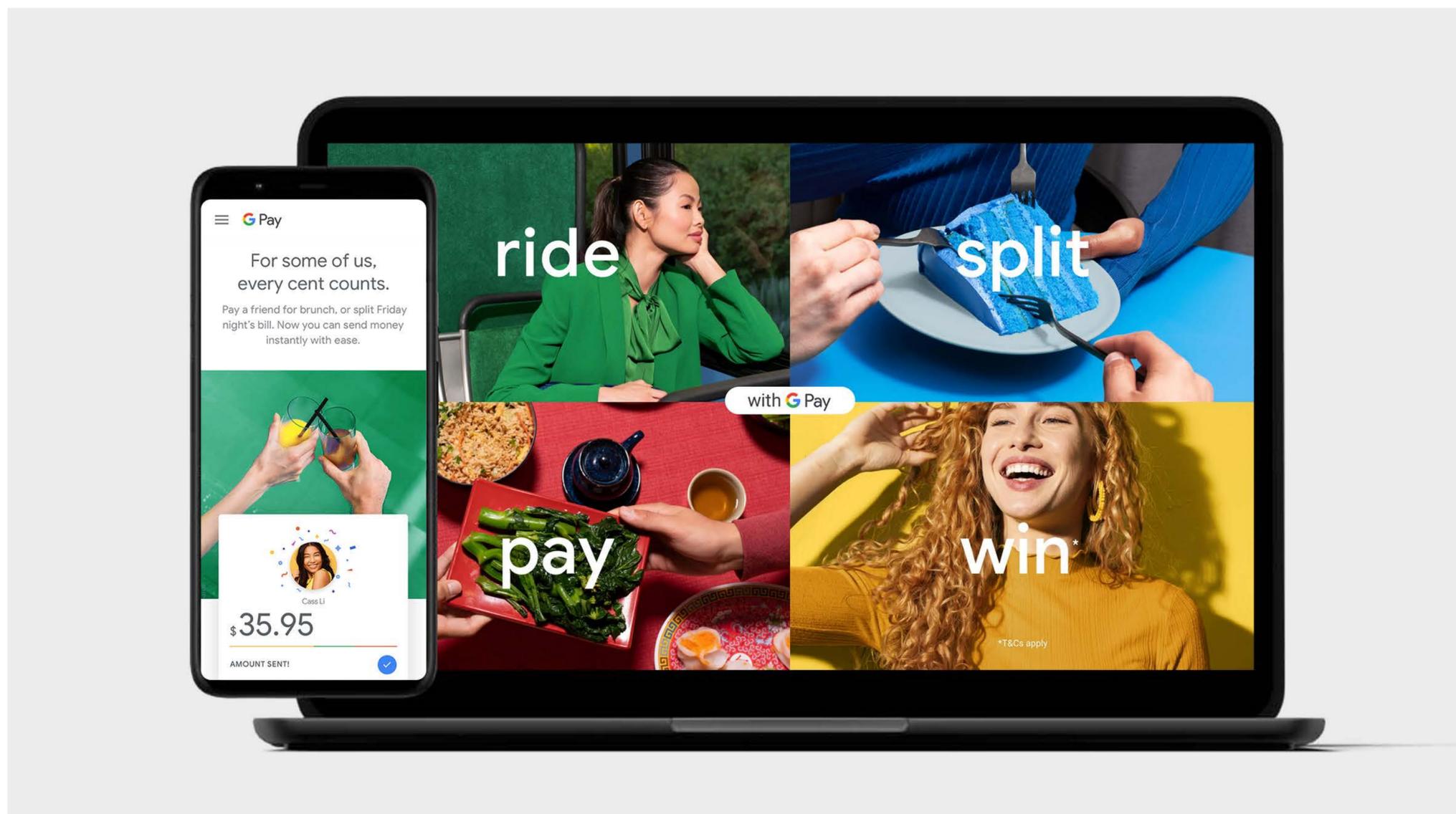
## SUMMARY

UX lead and product designer for the experience design team responsible for researching, concepting and prototyping a visionary social trading platform for SGX. Following on the success of Titan OTC, research indicated that moving a step up the service journey – where commodities trades were being originated – would increase engagement from a previously ignored and poorly understood user group. The traders themselves are highly social and responsive to subtle changes in the market, and this concept brings together everything a commodities trader needs into one social feed: real-time market news, discussion tools, data analysis and micro-actions that precede and lead directly to trades with SGX.

# Google Pay

Introducing the launch of the new GPay app exclusively for Singaporeans

User Experience & Product Design in collaboration with 7 team members



## SUMMARY

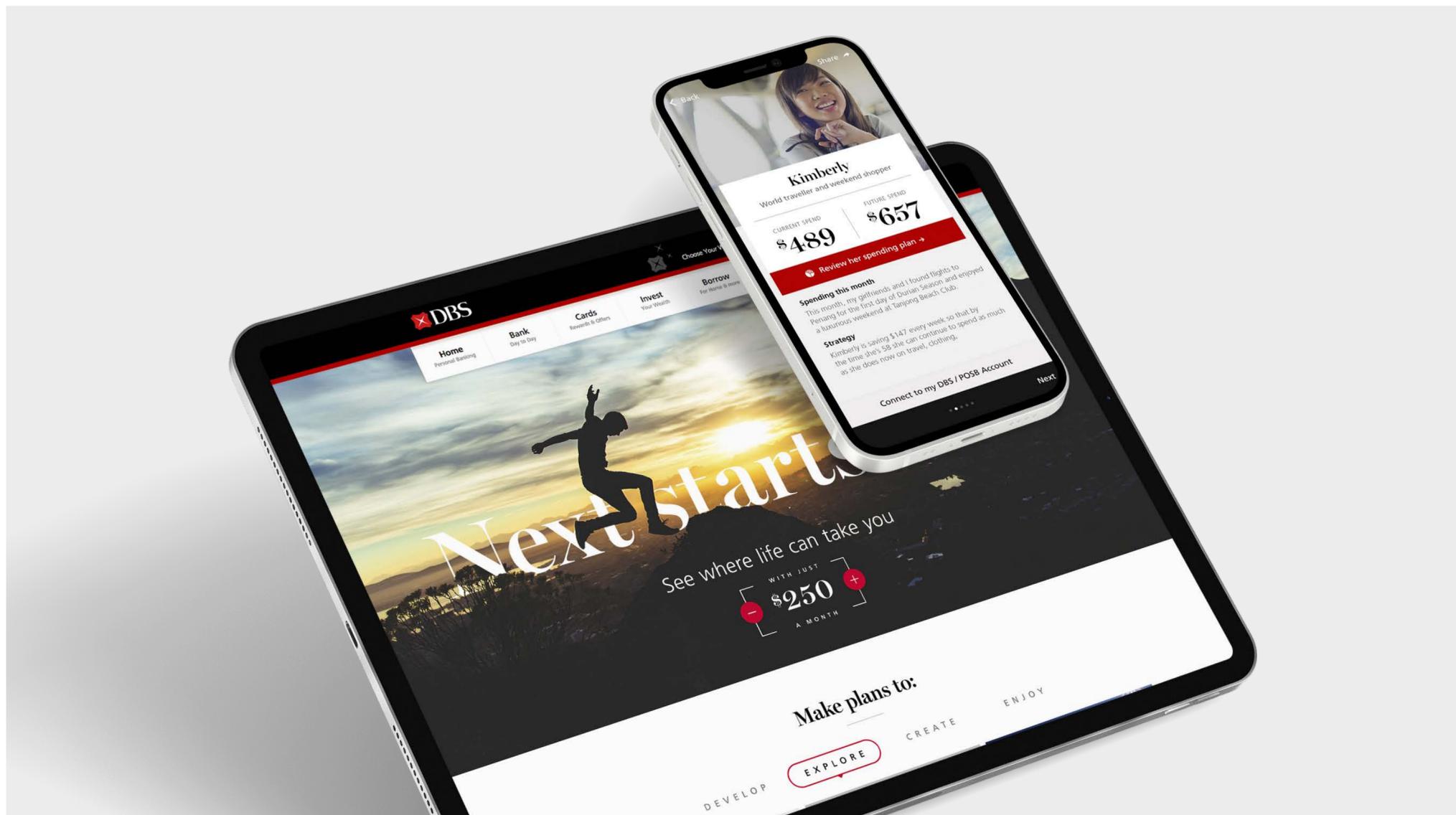
The Google Pay team needed to introduce not only a new app but also communicate the dramatic ways in which users can now do more with their money. Research indicated that adoption depended on check-list behavior, so the solution was a series of pages with fun and lively use case demonstrations. Because Singapore was chosen as the launch market, the first iteration was hyper localized but subsequent versions have included more modular content and varied use cases in order to be completely scalable across APAC.

View the updated site at [https://pay.google.com/intl/en\\_sg/about/](https://pay.google.com/intl/en_sg/about/)

## DBS Bank

“Next Starts Now” campaign to help Singaporeans save for whatever’s next

User Experience & Creative Direction in collaboration with 5 team members



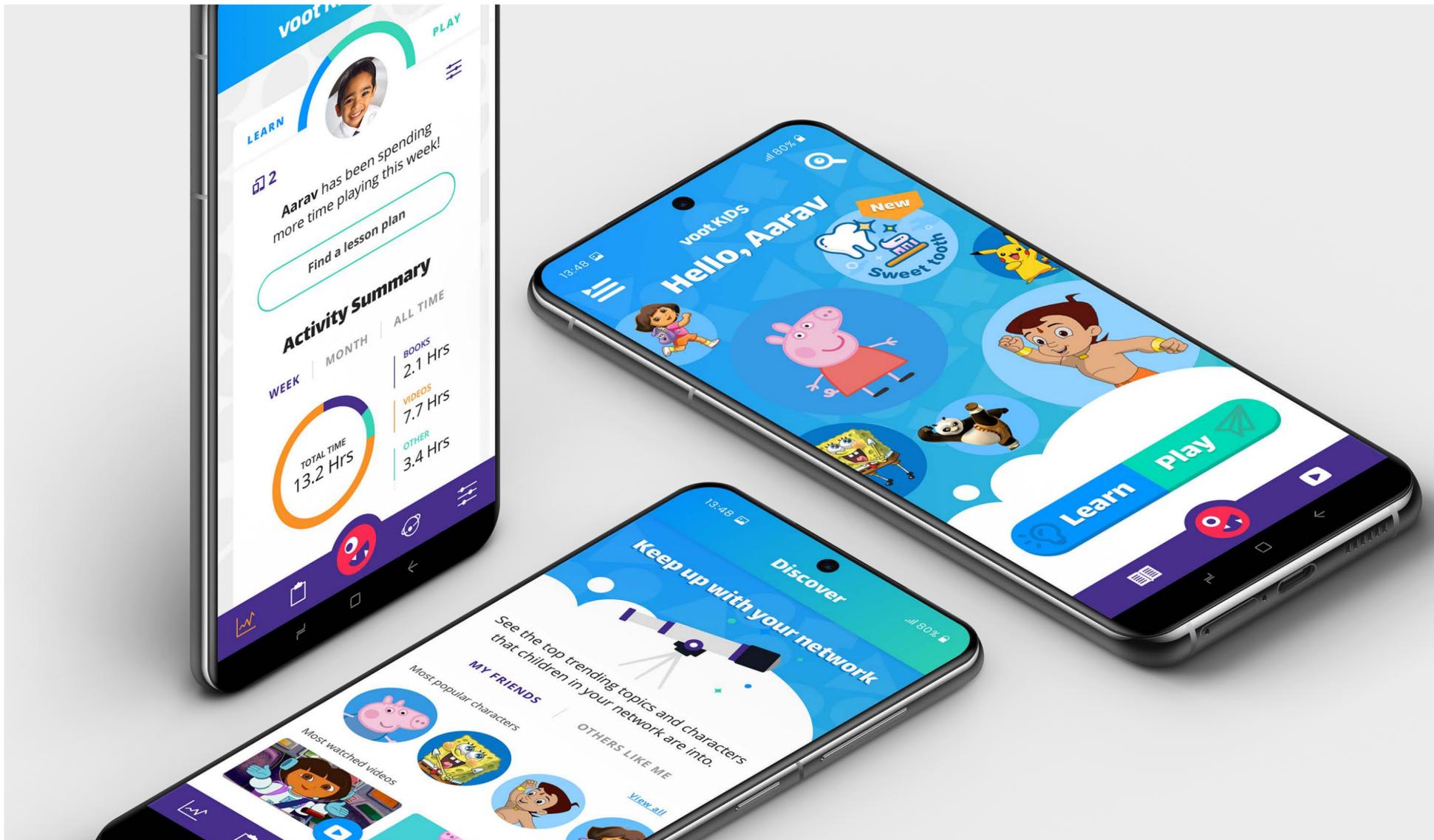
### SUMMARY

UX lead and product designer for the experience design team responsible for creating a digital campaign to introduce and support DBS and ManuLife’s newly available savings accounts in the Singapore market. Insights from six DBS account holder interviews and over 50 online surveys led to a solution that focused on overcoming untrustworthy advice, cutting through overwhelming options and positioning retirement as an opportunity. “Next Starts Now” included marketing collateral, retirement planning tools, sample monthly budgets shared by local influencers and changes to the account dashboard to emphasize savings as a goal already in progress for every customer.

# VootKids

Streaming video edutainment platform concept for Viacom 18 in Mumbai

User Experience & Product Design & Creative Direction in collaboration with 4 team members



## SUMMARY

VootKids, Viacom 18's childrens OTT, needed an innovative streaming concept in order to jump ahead of its competition. Insights gathered from parent and child interviews led to a feature set that combined parental needs to control and monitor with children's desires to binge and watch with friends. Two modes, Learn and Play, allow children to act on the wishes of their parent – to adhere to a curriculum playlist – or jump right into their favorite shows. All roads lead to learning and parents can shepherd their child by inserting educational programming alternatives in real time. Parents can also access a special Mentor section of the app and have updates pushed to their wearable devices.