

Milly Schmidt

millyschmidt.me

Last job

Director of Product & Design - Ratelt
June - November 2018

I joined Ratelt to help them establish their design and product strategy to assist them with their ambitious growth plans and Series A funding.

- Managed their product team (developers and designers, and a product manager)
- Established Agile processes and Lean experiment framework as well as collaborative and cross-functional approaches to problem solving
- Developed product management framework, tooling and roadmap
- Established a design ops component-driven approach
- Worked with the C-suite to translate highest level business objectives to execution on the ground with the delivery team
- Technical sales lead (explained products to prospective customers) as well as product marketer
- Project managed and executed on a new marketing website to assist with funding and sales
- Kickstarted a culture of design thinking and human-centred design that was empowering and collaborative.

Skills

I am a tech leader with a diverse background and skillset.

- Proven success at training and implementing design/product frameworks like Design Thinking, Jobs to Be Done, GV Design Sprints, Lean UX to help solve complex problems
- Familiar with various tech stacks including React and Angular, Elixir, Phoenix, .NET
- Learning Hoplon, Clojurescript, Dascript & Clojure
- Fluent & fast in the basics; SASS, LESS, CSS, HTML, PHP, Javascript & jQuery
- Years of experience building & customising CMSs like Drupal, Wordpress
- Well-versed in Adobe Creative Suite, Sketch, UXpin, Proto.io & various other tools
- I'm a natural to management, team-building, Agile, XP
- Background in writing & editing, with strong communication skills both written & verbal
- Specialised experience in developing & executing content strategy, information architecture
- I'm organised & careful, with strong attention to detail.

Expertise

Some things I am good at and have proven success with:

- Product design and leadership
- User Experience research, testing, content strategy
- Front-end engineering
- Writing (copywriting, technical, business)

I am not a UI designer. I am not interested in working with Sketch, Figma, Framex or other high fidelity design tools.

I am really good at translating technical to non-technical to build shared understanding.

Contact

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References available on request.

Recent history

Product/UX Designer
- EstimateOne
October 2017 - June 2018

I joined EstimateOne along with a junior designer to help them shift from a silo'd visual design culture to a design thinking/UX culture, alongside a broader organisational shift to cross-functional squads.

- Helped transition the organisation to a new structure and establish collaborative, Lean design processes to support distribution of "design" as a function across teams
- Mentoring for the junior designer who was looking to upskill in design thinking and UX
- Worked with stream leads and a product coach from Cogent to facilitate sketch shops, retrospectives, design feedback sessions
- Established a practice and personally conducted various usability testing and research interviews, and trained the team on how to do this and why
- Ushered in a new era of React transitioning the team and stack from Symfony/PHP to React/GraphQL and a component library
- Provided training for senior staff members around design thinking and human-centred design practices.

Founder - Estimate-work.com, Dim-valley.com
2017-2018

I worked with David Meister to establish two businesses, one product and one agency. Eventually I took a position with a client as an employee and decided to focus on my personal career trajectory for the sake of my mental health and work/life balance.

I consulted to small-medium businesses and developed a software tool for project estimation.

Other jobs

UX Engineer - Clover.com.au
November 2016 - September 2017

I worked at Clover, an emerging Fintech startup offering a new robo-advice platform to millennials.

- Combined role of front-end dev (React) and UX (research, ideation, synthesis, facilitation)
- Included some UI design (not normally my preference) using Sketch, Balsamiq
- Worked closely with product manager, senior devs, another UX engineer to ship high value features to early adopters
- Worked closely with founders to understand product vision and business model opportunities
- Completely overhauled their onboarding for higher conversion
- Huge amount of refactoring for component-driven approach in React
- Worked on deep user research, both generative and evaluative
- Conducted many rounds of usability testing, in-house and guerilla
- Measurable impact of work through experimentation frameworks.

UX/Content Strategy - Weave
August - November 2016

I joined Weave to do UX and content strategy. I have worked with them to improve their team workflow, upgrade processes, start a culture of peer review and collaboration and

- State of the Bays - a report on marine biodiversity in the bays of Victoria. I have been working with them to do content strategy and UX.
- Nando's Australia - project management and technical consultancy.

UX lead - Equiem
October 2015 - July 2016

I kickstarted the UX department and hired and managed other UXers. I worked closely with the engineering team to advise on execution of planned works, and with stakeholders for strategy.

- Using project management tools ProdPad, Pivotal Tracker, HelpScout, DaPulse to manage UX deliverables
- Worked closely with engineers to represent UX findings to delivery
- Trained front-end engineers in order to build a component-based style-guide driven product
- Liaised with CTO & other stakeholders to translate business goals to product strategy.

History

Front-end lead -Equiem
February - October 2015

I came on board as an engineer and quickly shifted gears to front-end. Their Drupal 7 site's UI needed some love and their theme system needed some rigour. I introduced a component-driven SASS strategy and also worked to remove over 40 sub-themes from the project which were drastically increasing compile time. I also developed an icon library and configurable colour picker and branding system so the product could be more effectively white labelled by customers.

- SASS, JS, jQuery, Drupal 7
- Leading and teaching a team of back-end engineers about best practice Drupal theme development
- Style guide development
- Deleted thousands of lines of code for the greater good

Software engineer - Godel
August 2011 - February 2015

I joined a small agency as a generalist and by the time I left I was lead engineer and training staff in Drupal, SCSS, Javascript and more. I also worked with clients for end-to-end web development, from initial consultation, content strategy, design, build, launch and SEO. Many of the sites we worked on in that period are still online.

- SASS, JS, jQuery, Drupal 7, Drupal 6, PHP
- Dev team lead
- Copywriting and content strategy
- Style Guide development
- Illustrator & Photoshop

Ancient history

Other jobs (pre 2010)

- Arts/Assistant music/online editor at Beat Magazine, 2010 - 2011
- Freelance writer and editor, 2006 - 2010
- Music teacher, 2007 - 2009
- Photographer, 2008 - 2009

& the rest...

Volunteer

Code Like a Girl
codelikeagirl.org

I have worked with Code Like a Girl for a few years in a mix of paid and unpaid positions, ranging from teaching workshops to children and adults, to MC'ing events.

Girls in Tech Australia
melbourne.girlsintech.org

I served on the advisory board for the GiT Australia team and am project managing a web and brand refresh.

Melbourne Women, Step Up, Lead and Develop your Career
meetup.com/Melbourne-Women-Step-Up-Lead-and-Develop-your-Career

I co-organise this meetup for empowering women in Melbourne to grow as leaders and build the confidence to be successful in their work and other ventures.

Be Responsive Melbourne
beresponsive.io

I've spoken at Be Responsive multiple times.

Drupal Melbourne
melbourne.drupal.org.au

I worked with the Melbourne Drupal community to organise events, speak at conferences and drive attendance at their meetups in the past few years.

Influences

- *The Best Interface Is No Interface*, Golden Krishna, 2015
- *Scaling Lean*, Ash Maurya, 2016
- *Sprint*, Jake Knapp & co, 2016
- *Lean UX*, Jeff Gothelf, 2013
- *The Jobs To Be Done Handbook*, Chris Spiek and Bob Moesta, 2014
- *Design Thinking*, d.school Stanford
- *Design For Real Life*, Sara Wachter-Boettcher and Eric A. Meyer, 2016
- *Practical Empathy*, Indi Young, 2015
- *The Design of Everyday Things*, Donald Norman, 1988

Freelance

- I teach at **General Assembly, Melbourne**. I have written and taught classes on Agile project management and Scrum, Responsive Web Development, Coding for Designers and more.

Education

BA (Adv) in Arts (Art History, Film studies, English literature), University of Sydney 2006-2009

General Assembly UX
October-November 2015