

# CHET SCHMID

USER EXPERIENCE & INTERFACE DESIGNER

ChetSchmid.com

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## PROFILE

As a UX/UI designer at Wheelsup, I had the exciting opportunity to design cutting-edge digital solutions for the aviation industry. With a focus on user-centered design, I played a crucial role in developing and improving the Avianis platform, which is used by airlines and airports around the world to manage their operations. From flight scheduling and dispatch, to crew management and maintenance tracking, my designs

have helped make the aviation process more efficient and reliable for our internal WUP operations and clients alike. In addition to my work at Avianis, I have also gained valuable experience designing for a variety of industries, including transportation, logistics, and travel. With a strong background in user research and usability testing, I am constantly seeking new ways to enhance the user experience and drive business value.

## SKILLS

Product Design	Usability Testing
Interaction Design	Rapid Prototyping
Design Research	Visual Design
User Research	Information Architecture

## TOOLS

Figma Suite	Useresting.com
Sketch	Indesign
Invision	Miro
Photoshop	HTML
Illustrator	CSS

## EDUCATION

**General Assembly, '21**  
User Experience Design Fellow

**Fairfield University, '12**  
B.A. Visual Communications

## AWARDS

**GOLD Excellence Communicator Award**  
Community Website, 'HITH'

**GOLD Excellence Communicator Award**  
Homepage Design, Real Estate Website

**GOLD Excellence Communicator Award**  
Overall Design, Real Estate Website

**GOLD Excellence Communicator Award**  
Visual Appeal, Real Estate Website

**SILVER Distinction Communicator Award**  
User Experience, Real Estate Website

## EXPERIENCE

UX / UI DESIGNER

### WHEELS UP, '21 - '23

- Sole UX/UI designer for the internal flight management system and flight operation tools.
- Responsible for collaborating with internal operations teams to assess weaknesses in processes in order to constantly design solutions to increase their effectiveness.
- Product designer for Wheels Up 'Marketplace' a platform which allows aircraft operators to transact their services and assets.
- Played a critical role in bringing Wheels Up onto a singular flight management system by designing new tools for the system that met the needs of various stake holders throughout the business.
- Updated Avianis flight management system with a redesign using Wheels Up design system, and improved platform UX through prototyping and user testing.

USER EXPERIENCE DESIGNER

### HOOT MARKETING, '19 - '21

- Designing and developing e-commerce solutions to maximize sales, customer retention, and lead generation.

USER EXPERIENCE DESIGNER

### SAUNDERS & ASSOCIATES, '18 - '19

- Awarding winning UX/UI designer for the luxury real estate industry, specializing in creating interfaces that maximize leads and sales conversion to real estate agents.

UX / UI / WEB DESIGNER / DEVELOPER

### SOTHEBYS INTERNATIONAL REALTY, '17 - '18

### TALLAN (NOW 'EY'), '16 - '17

### STUDIO HARTEV, '15 - '16