

Alan Schwegler

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Milwaukee, WI • 414-731-9527

Product Manager - CX/UX Strategist

Creative and passionate professional with proven experience in user-centered design as well as workshop facilitation. Adept at leading design initiatives and delivering on expectations. Possess solid strengths in interaction design, visual design, art direction, interactive prototyping, user research, usability testing, and workshop facilitation. Articulate and refined communicator; establish and sustain strong relationships with peers, staff, management, and clients.

- Team Leadership & Coaching
- Training & Development
- Agile Methodologies
- User Experience
- Workshop Facilitator
- User Research
- User-Centered Design
- Relationship Building
- Strategic Data Analysis

Experience Highlights

Johnson Controls Inc., Milwaukee, Wisconsin

2024-Present

-Solutions Navigator UX Lead - Product Manager

- Lead the end-to-end user experience strategy for HVAC, BMS, Fire Sup, IR, JCH e-commerce platform globally generating approximately \$5.5 million in annual revenue through direct and indirect channels.
- Own design initiatives that enhance customer satisfaction and streamline purchasing workflows, leveraging insights from user research, journey mapping, and advanced design methodologies.
- Facilitate cross-functional workshops with stakeholders, including engineering, marketing, and sales teams, to align business objectives with user needs and drive actionable outcomes.
- Introduce innovative solutions by integrating AI tools into design processes, fostering efficiency and scalability across product development.
- Spearhead efforts to modernize the platform's interface, emphasizing accessibility, seamless usability, and brand alignment for a diverse global audience.
- Mentor and guide a team of designers and stakeholders, cultivating a collaborative culture and driving professional growth.
- Partner with analytics teams to track KPIs such as customer satisfaction (CSAT) and conversion rates, ensuring data-driven enhancements align with organizational goals.
- Champion customer experience (CX) initiatives by identifying friction points and implementing solutions that improve user engagement and retention.

DesignLab, Virtual

2023-Present

-Design Mentor

My primary role is to provide guidance, feedback, and support to students enrolled in Designlab's online UX Design courses. I work one-on-one with students, providing personalized feedback on their work and helping them develop their skills in areas such as user research, prototyping, and visual design. I also participate in weekly video calls with students, providing guidance and answering questions about course material and design concepts.

To be an effective UX Design Mentor with Designlab, I rely on my strong background in UX design, as well as my excellent communication and interpersonal skills. I am able to provide constructive feedback that helps students identify areas for improvement and develop their skills over time. I am also passionate about the field of UX design and committed to helping students succeed.

Brady Corporation, Milwaukee Wisconsin

2020 - 2024

-Lead UX Designer, (2022 - 2024)

-Sr. UX Designer, (2020 - 2022)

As Lead Product Experience Designer at Brady Corporation, I play a pivotal role in defining the company's product design strategy and overseeing the UX design process for our diverse product portfolio. I spearhead the Application Enabled Printing Platform (AEPP) and manage the digital experience for new product development. My responsibilities include:

- Building strong collaborations with cross-functional teams, such as product management, engineering, marketing, and customer service, to ensure our products are user-centered, align with market demands, and achieve our business objectives.
- Supervising the creation of wireframes, user flows, and high-fidelity designs while maintaining our UX design standards and adhering to brand guidelines.
- Overseeing usability testing and design reviews to guarantee that our products meet quality standards and are accessible to a broad range of users.
- Providing mentorship and guidance to junior designers on the team, offering constructive feedback and coaching to foster their professional growth and development.
- Leading ideation workshops to align the organization on design goals and business needs, and drive new product development initiatives.

Johnson Controls Inc., Milwaukee, Wisconsin

2011 to 2020

-Sr. UX Practitioner, (2016 - 2020)

-UX Practitioner, (2011 - 2016)

I have driven exceptional customer experiences across HVACR and Security industries by collaborating with business partners to identify and evaluate design needs. My strong leadership and project management skills have facilitated efficient planning and execution of workflows, interactive wireframes, mockups, and shared assets. By proactively leading customer feedback sessions, I have ensured the viability and effectiveness of design iterations. Additionally, my strategic approach to workshop facilitation has enabled me to anticipate future customer needs and stay ahead of technology trends.

My impactful design work on Metasys 8.0 contributed to grossing \$3.4 million in subscription revenue. The release of Metasys 9.0, in July 2017, further demonstrated my abilities, as subscriptions jumped 89%, leading to a 20% increase in Metasys sales. My expertise facilitating requirement-gathering sessions has significantly reduced the development cycle time for new features, showcasing my entrepreneurial prowess to drive substantial business growth.

Milwaukee School of Engineering, Milwaukee, Wisconsin

2011 to 2015

Master of Business Administration - Design Leadership Specialization This program allowed me to develop a deep understanding of both business management principles and the critical role that UX design plays in creating successful products and services.

Throughout my studies, I gained valuable hands-on business experience and developed a strong foundation in business analytics, marketing, and project management, which has allowed me to approach UX design from a strategic perspective.

My UX design specialization has been a tremendous asset in my career, allowing me to effectively collaborate with cross-functional teams and drive successful outcomes for clients and stakeholders across many global industries.

Education

The New Customer Experience (CX) Program --- University of Wisconsin-Parkside --- 2022

Master of Business Administration in Leadership Specialization --- Milwaukee School of Engineering --- 2015

Bachelor of Arts in Graphic Design --- Creighton University --- 2010

Associate of Arts --- Milwaukee Area Technical College --- 2008

Patents

USD867374S1 - Display having a graphical user interface

US20200003448A1 - Facility Management Portal

US20220067851A1 - Building system with a recommendation interface

US10528013B2 - Systems and methods for interfacing with a building management system

US11274849B2 - Smart thermostat with model predictive control and demand response integration

Areas of Expertise

Responsive Design | Adaptive Design | Service Design | Usability Testing | Workshop Planning | Workshop Facilitation | Design Thinking | Research Driven Design | Agile | Scrum | Adobe Creative Cloud | Axure | InVision | Sketch | Figma | Industrial Design | Blender | Unreal Engine | Design Mentorship | Mentorship | ChatGPT | Midjourney | Krea | Vizcom