DJ Schwend Interaction Designer

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I'm an interaction design leader with 20+ years of experience designing both consumer and enterprise products. I've worked for corporations, design consultancies, fast-paced tech startups (4 that were acquired) and I've also owned and operated my own design studio.
Some companies I've worked for:

I prefer the tactical over the theoretical; I like to make things real. A collaborative partner; I like to work directly with Product Managers and Engineers to define shared goals and make them a reality. A strong customer advocate; I combine an eye for design, clear communication and a solid understanding of technology and its varying constraints. I have deep experience as an individual contributor, leading teams, mentoring junior designers to grow their careers and in helping other women to become leaders.

As a designer I love typography, data visualization, grid systems, posters and maps. As a human I love animals, birds, film, fine art, science fiction, shoes, travel and nature. I'm a cat person, an athlete, a reader, a film critic, a bird nerd, an artist and a vegetarian. I'm not actually a deejay, but I do love music. My full name is Diana Jo; almost everyone I know calls me DJ. I relocated to Zürich, Switzerland with **Google** in 2021. Before that I was in Seattle, WA. I speak English fluently, Italian (level B2), and German (ein bisschen, ich lerne).

Current role @Google ZRH

Commerce - Merchant Center, Product Data Acquisition - Staff UX Lead
March 2021 - Now
Design Lead for **product data acquisition** and management in Merchant Center Next for **omnichannel merchants**, those businesses with both online and physical stores. Working with a large team to simplify the Merchant experience, especially for smaller businesses.

Other projects @Google SEA

Cloud Systems - Customer Support Design Lead

April 2020 - March 2021

Project Design Lead for Support in Cloud Console. I designed the flows for new support offerings for org-wide support in **Google Cloud Platform**. Collaborated across product areas to inform a vision for case deflection, to inform the design of a new internal support portal. During this time I also created a design component system for all products within Cloud Systems to increase both user experience consistency and developer velocity and advocated for UX within the larger team of XFN stakeholders to educate the team on early involvement and communication with both design and research.

Google Cloud Marketplace - Design Lead

November 2018 - March 2020

Designed a tool for Software ISVs and **Google Cloud** partners to upload and manage their products into **Google Cloud Marketplace** including a vision for launches beyond the MVP.

Google Cloud Developer Tools - Design Lead

April - October 2018

Updated the internal Code Search tool to **Google Material** UI. While updating the tool to be more modernized and to streamline the key journeys for **Google** software engineers, I spearheaded a project with another designer (Darren Head, now at Google Tokyo) to audit the patterns and components being used among the larger design team in Dev Tools which led to the creation of a figma sticker sheet that became **Google Material** for Enterprise. This design system was a more dense version of the **Google Material** UI, meant for enterprise use cases which had less white space and less height per row for more compact and visually complex UIs.

December 2017 - June 2018

UX co-Lead of a team that created a concept for a DevOps Console to facilitate the full spectrum of the software development cycle including code repo search, editing, review, testing, bug fixing and continuous delivery of code. Our vision pitch gained VP approval to fund and create a new team to build a new DevOps Experience (project was then shelved after MSFT bought GitHub).

Tableau

Tableau Public - Lead Interaction Designer

September 2014 - June 2017

Tableau (now part of Salesforce) helps people see and understand their data. At **Tableau**, I was Principal designer for **Tableau Public**. I also worked directly with the founder and several teams to spearhead a prototype for a web-based storytelling platform with embedded visualizations to support the author's narrative with data.

Freelance

Independent Interaction Designer

April 2013 - September 2014

During this time I volunteered, traveled and chose projects based purely on personal interests. I participated in the **SVA Masters Program** in Rome, studying the history of typography through Roman Architecture. I started a company; conceived, designed and successfully shipped multiple mobile apps and coached small teams of entrepreneurs at several Seattle Startup Weekends.

Blackberry

BB10 Contacts Application - User Experience Design Lead

February 2011 - March 2013

While working for **BlackBerry**, I owned the user experience design and functionality definition of the Contacts application for **BB10 OS**, including a suite of mobile devices and the **BlackBerry** PlayBook tablet. Awarded Inventor status on three patents for contact management features.

Gist*

Gist.com - Interaction Design Lead

October 2010 - February 2011

Gist was a start-up that created a next-generation Contact manager. The product focused on cloud contact aggregation from various sources including Gmail, Outlook, Facebook, Twitter and LinkedIn and created rich profiles for each person in your network by bringing all of the information into one place – accessible by email, mobile and the **gist.com** web application.

*****Gist** was acquired by **BlackBerry** in February of 2011.

My role at **Gist** was the design and usability of web plug-ins and mobile applications including the complete redesign of the original **Gist for iPhone** and **Gist for Android** apps that were both shelved due to the acquisition by a competing platform, **BlackBerry**. Immediately after the acquisition, I designed an application for **BlackBerry** with a similar feature set.

frog design

Senior Interaction Designer

December 2008 - October 2010

At **frog design**, I worked on several projects with a focus on large-scale mobile device UI and mobile platforms. I partnered with creative leads and other interaction designers, visual designers and technologists to accomplish project goals. I worked closely with clients and was responsible for presenting work at major milestones and lead a team of 20+ designers in the Seattle, Munich and Shanghai **frog** studios while designing a new touch UI system intended for the Chinese mid-tier device market.

evri

evri.com – Senior Interaction Designer

May 2007 - December 2008

A Paul G. Allen funded start-up that launched in September 2008; **evri** was a semantic search engine that analyzed the sentence structure of articles to recommend related content. I worked with two other designers and was responsible for creating the initial product experience: a website, a blog to communicate with potential content partners and interactive widgets for placement on news and content sites. Working in an agile process with the development team, we created use cases, product requirements, wireframes, Flash prototypes and final designs with detailed functional specifications. My role also included creating numerous interactive presentations that were then taken on the road to sell to potential content partners. Awarded Inventor status on Patent for NLP (Natural Language Processing)-based Content Recommender.

Microsoft Exchange

Outlook Web Access - User Interface Design Program Manager

August 2003 - May 2007

Outlook Web Access, the web version of **Microsoft Outlook** available to **Microsoft Exchange** clients on IE6+ browsers launched in 2007. My work was a complete redesign

from the 2004 version after a transition of ownership from **Office** to the **Exchange** product group. I created all the functional specifications, UI mockups, icons and assets for the overall user experience of **OWA** and maintained a website for all the materials to be accessed and reviewed by the team on a daily basis. Collaboration with the **Office Outlook** team on key features such as Email, Conversation View, Calendar, Search, Categories, Address Name Resolution, Scheduled Out of Office and more. Awarded Inventor status on patent for Workflow and in-context email recipient handling

Freelance

Independent Interaction Designer

January 2001 - July 2003

During this time I was working offsite while employed part-time by **BEA Systems** designing the user interface and visual assets for **WebLogic Workshop**, an integrated development environment for creating Web services with Java. The rest of my time was divided among several freelance design projects and skiing in the backcountry of beautiful British Columbia, where I was living at the time.

Surface Design Group

Owner/Designer

January 1999 - Jan 2001

Surface Design Group, LLC was formed in January 1999. Surface was an interaction design studio that stayed awake all hours to create software experiences and internet applications. Surface was a self-funded company of myself and two other principal partners with a revolving staff of designers and technologists. Our clients included **AtomFilms**, **Cranium**, **McAfee**, **Microsoft**, **Network Associates** and **Valve Software**.

Microsoft Money

Money 98-99 - Designer

October 1996 - December 1998

As part of the first product design team for **Microsoft Money**, my responsibilities included feature design and functionality definition with Program Managers and collaboration with Engineers for implementation of a new, custom user interface. I even worked to 'flatten' the many bevels in the UI by changing color values in C++. Initiated, created and maintained an internal Design Team web site for sharing the work with the larger team.

Patents

Managing contact records between service provider accounts of a user
Granted December 18, 2014 [US10817481B2](#)

Accessing contact records in a device with multiple operation perimeters
Granted November 25, 2014 [US8898770B2](#) | [US20140047537A1](#)

NLP-based content recommender
Granted October 16, 2008 [US20090150388](#)

Workflow and in-context email recipient handling
Granted March 19, 2003 [US20070150553A1](#)

Education

Associates in Commercial Art, Advertising & Design
Seattle Central Creative Academy 1989 - 1991

This critically-acclaimed graphic design program at Seattle's Central Community College comprised of multi-disciplinary instruction in photography, offset printing, art history, figure drawing, painting techniques in oil, acrylic, gouache and watercolor mediums, typography, hand-lettering, calligraphy, digital design and traditional print-ready production methods using Rubylith and press-on type. The program was geared toward preparing students to work in a professional career in graphic design. We worked continuously over two years on several major projects at once that would ostensibly result in pieces for the professional portfolio.

Portfolio

www.djschwend.com
See my personal website [djschwend.com](#) or [https://www.linkedin.com/in/djschwend/](#)
I have more work that I can share that is not posted publicly, just let me know.