

# Pete Peterson—User Experience Design Leader

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[www.popcreations.com/2020](http://www.popcreations.com/2020)

## **ABOUT:**

Pete leads Global Design & Research teams that build and innovate at scale and encourage growth & owner-mindset, leading to a loyal and delighted customer-base.

## **EXPERIENCE:**

### **StubHub**

#### **Director, Global Product Design—Jun 2016-Present**

- Lead experience for world's largest ticket marketplace across Native, mWeb and Messaging
- Guide global team of design and research managers to serve customers in 46 countries
- Drive culture of outcomes over output by deploying small, balanced teams that own their KPI's and OKR's

### **Esurance**

#### **UX Design Manager—Feb 2013-Jun 2016**

- Responsible for User Experience across all customer-facing interfaces, Sales + Service
- Built charter UX team including UI, Interaction Design, and User Research
- Manage team in ongoing work on apps and responsive sites across Sales + Service platforms
- Manage and maintain style guides and govern for uniform quality and consistency

### **Blue Shield of California**

#### **Visual Design Manager—Nov 2011-Jan 2013**

- Responsible for the online visual design experience for Blue Shield websites
- Managed team of internal designers to serve business initiatives and improve customer experience
- Wrote and maintained style guides, component libraries, and process documentation

### **BlackRock**

#### **Vice President, User Experience & Visual Design Manager—Dec 2010-Nov 2011**

- Head of the San Francisco Team of User Experience, Visual Design, and User Research
- Responsible for the online experience of customer-facing BlackRock online properties
- Collaborated with international counterparts to ensure global consistency

### **Autodesk**

#### **User Interface Design Manager—1999-2010**

- Responsible for Autodesk.com UI across 32 country sites in 18 languages
- Ensured consistent and positive user experience through standardized interface and pattern library

## **FEATURED STRENGTHS:**

- Proven leader in creating frameworks to drive innovation and rapid experimentation
- Skilled people-leader with deep experience in building and maintaining healthy teams
- Focus on empowering teams to deliver outcomes over output, driving for specific KPI's and OKR's

## **EDUCATION:**

Academy of Art—MFA

University of California, Berkeley—BFA