

# Pete Peterson—User Experience Design Leader

Cell: 415.272.3001—Home: 415.454.6945

Email: [pete@popcreations.com](mailto:pete@popcreations.com)

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

## **OBJECTIVE:**

Create and manage online interfaces that enhance user experience and meet business objectives.

## **EXPERIENCE:**

### **Esurance**

#### **UX Design Manager—Feb 2013-Present**

- 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
- Created and maintained corporate user interface guidelines

## **FEATURED CAPABILITIES:**

- Proven UX leader in creating meaningful interactions, with pragmatic eye toward business goals
- Skilled people-manager with deep experience in building and maintaining healthy teams
- Keen analytical skills in designing user interfaces for new features and functionality
- Strong collaborator with Stakeholders, Product Managers, Development teams, balancing business & design intent with development feasibility

## **EDUCATION:**

Academy of Art—Masters of Fine Arts

University of California, Berkeley—Bachelor of Fine Arts