Pete Peterson — Product Experience Leader

New York, NY | pete@popcreations.com | 415-272-3001 | linkedin.com/in/peteopeterson | popcreations.com

Pete leads human-centered product design organizations, informing strategy and building customer-vetted products at scale while saving time and lowering cost to build. Passionate collaboratior driving positive customer experience aligned with business strategy.

PROFESSIONAL EXPERIENCE

Mastercard, New York, NY   01/2020 - Present
Vice President, Product Experience

- Drive positive product experience for millions of Mastercard B2B and B2C global customers
- Curate consistent and usable product portal and +150 apps that generate $9.3B in revenue
- Lead global team of UX and research, seeing +20% OSAT, +100% NPS, -40% help tickets
- Harness user insights, rapid experimentation and validation saving ~$2M/year in dev costs
- Cultivate customer-centric culture by teaching, coaching and demonstrating value across enterprise

Stubhub, an eBay company, San Francisco, CA   06/2016 - 01/2020
Head of Global Product Design

- Responsible for Buy and Sell experience for world's largest ticket marketplace across apps and web
- Optimized sales funnel conversion experience driving increased incremental gross merchandise sales
- Managed research, UX, content and localization to cultivate trust and confidence in transactions
- Drove global expansion into 19 countries creating local experiences, seeing 3X gross revenue

Esurance, an Allstate company, San Francisco, CA   01/2013 - 06/2016
UX Design Manager

- Responsible for user experience across all ecommerce, sales and service touchpoints
- Built charter UX team and first UI component library driving efficiency, accuracy and speed
- Built innovative homeowners policy UX (Design patent), and industry-first good-driver rewards app

Blue Shield of California, San Francisco, CA   11/2011 - 01/2013
UX Design Manager

- Responsible for Blue Shield provider, member and employer digital experiences
- Led the build-out of UI design library for charter content management system

BlackRock, San Francisco, CA   12/2010 - 11/2011
UX Design Manager

Head of regional user experience and user research for iShares online experience

FEATURED CAPABILITIES

- Lean UX
- Agile Methodology
- Journey Mapping
- Change Management

- Hi EQ Collaborator
- Team Building
- Persona Development
- User Centered Design

EDUCATION

Academy of Art — Masters of Fine Art (MFA)
UC Berkeley — Bachelors of Fine arts, (BFA)