ALEXIS PETERKA

User Experience and User Interaction Designer

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SUMMARY

I design user experiences and user interfaces for **mobile and web applications**. I like **responsive (mobile-friendly) design**, **making wireframes**, **user testing**, and **prototyping**. I use Sketch, OmniGraffle, Adobe Creative Cloud, Coda 2, and lots of other fun tools.

EXPERIENCE

CrowdCompass, Portland, OR   **03/14 – present**
Senior User Experience Designer
Responsible for user experience of mobile and web apps with hundreds of thousands of users. Collaborates with product managers, design team, and developers to create product requirements, user stories, wireframes, mockups, and prototypes of new features.

- Introduced usability testing program with minimal budget.
- Mentors design interns.
- Conducts UX town halls to raise awareness of design thinking throughout organization.

Tater Tot Designs, Portland, OR   **02/13 – 02/14**
User Experience Designer
Directed design of client and internal projects, taking on account management role with clients and working closely with visual designer, software developers, and mechanical engineers.

- Took initiative to build company visibility by spearheading donation-in-kind project for Portland Youth Philharmonic.
- Expanded and grew design skills on Windows 8 platform and physical product design.
- Set up end of sprint demos to encourage transparency.

Freelance Designer, Kryptiq and Insignia Health   **03/12 – 02/13**
As a freelancer, I worked closely with management to understand their businesses and help define criteria for success of our projects.

- At Kryptiq, turned around visual redesign of client-facing demo sites and logos using Adobe Fireworks.
- At Insignia Health I worked with information architects, business analysts, developers, and other designers to create the user interface for a responsive web application that helps people start taking control of their health. We used OmniGraffle, Adobe Photoshop, Bootstrap, .NET, and jQuery.

Founder and Designer, Benchmark Grading, VetLinQ, and Stayhound   **01/10 – 01/12**
As one of three founders, I performed customer development interviews, industry research, and was solely responsible for product design.

- Created all branding and identity for software startups using Adobe Illustrator.
- Designed and implemented all front-end user interfaces for GWT-based application using CSS positioning and XML.
- Took charge of most marketing, product development, sales, SEO, and copy writing.

SnapNames, Portland, OR   01/08 – 06/10
Web Designer

Led and implemented all web site changes, including site look-and-feel updates and application design.
- Took initiative to independently design and implement mobile version of web site.
- Organized, planned, and conducted usability testing within Agile methodology timelines.
- Proactively redesigned downloads page for high-revenue customers, increasing click-through by 135%.

WebMD, Portland, OR   08/04 – 01/08
Web Designer

Designed and built custom web sites to Fortune 500 client specifications using internal technical tools. Duties included user interface and visual design of core products. Used developer tools for coding and version control.
- Worked closely with product managers to craft UI of industry-leading health and benefits tools using AJAX, Flash, and JavaScript, as well as validating new interfaces with usability testing.
- Created marketing toolbox of print collateral to increase usage of products and streamline sales and marketing process.

Healthnotes, Portland, OR   01/02 – 08/04
Senior Graphic Designer

Managed and implemented all changes to Cold Fusion web site. Designed and maintained all online and print marketing material, customer communications, and signage. Storyboarded and implemented Flash animations to increase use of touch-screen kiosk.
- Collaborated with executives to create compelling product interfaces, increasing sales.
- Created email newsletters and product guides to increase customer retention.
- Worked closely with technical team to optimize load time and usability of touch-screen interactive product using image compression, Javascript, Cold Fusion, ASP, and CSS.

Freelance Designer, Xerox and 800.com   06/01 – 10/01

Worked on-site with product, marketing, and development teams to rapidly learn each team's needs and employ a wide range of design skills to accomplish our goals within the time alloted.
- Developed marketing strategy and creative direction for pilot program under strict timeline.
- Created and implemented original design and wrote marketing copy for web and print.
- Assembled style guide and initiated organizational changes to increase efficiency and prevent misuse of resources.
- Supervised design team, creating capacity plans, managing workflow, and reporting statistics used to determine cost analysis.

EDUCATION

Pacific Northwest College of Art, Portland, OR
B.F.A. and continuing education classes

Reed College, Portland, OR
Awarded B.A. in Art