ALEXIS PETERKA

Product and UX Designer

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SUMMARY

Senior Product Designer with 10+ years of experience creating intuitive B2B enterprise solutions. Proven ability to transform complex requirements into user-friendly experiences while leading cross-functional teams through the full product lifecycle.

EXPERIENCE

GoDaddy, Remote   November 2025 – Present
Senior UX Designer

Working closely with product managers and engineers to create and iterate on experiments to increase customer and business value within the Productivity space.

- Rapidly and creatively responded to issues with a high-value partner, helping to preserve a lucrative relationship.
- Integrated Jobs to be Done framework into product and design process, better aligning with customer needs.

LeafLink, Remote   February 2024 – August 2025
Senior Product Designer

Partnered with product managers and engineering managers on discovery, prioritization, and planning across multiple cross-functional pods. Conducted design sprint-style workshops and user research as well as providing low-fidelity wireframes and pixel-perfect designs in Figma when appropriate.

- Leveraged AI tools and created prompt library to optimize design workflows and accelerate iteration.
- Grew adoption of compliance tools by 60% with automation features that reduced manual compliance tasks.

NationBuilder, Remote   January 2021 – November 2025
Senior Product Designer and Strategy Consultant

Owned product design across multiple product verticals, collaborating with stakeholders to create high-visibility customer experiences under tight timelines. Increased efficient communication of product requirements by writing and maintaining highly visual and detailed front-end design specs.

- Increased team velocity by modernizing and improving usability of existing Figma design system.
- Designed AI features into products to help customers more efficiently engage with their users.
- Led design for new payment rails project, enabling company to enter new international markets.

Respondent.io, Remote   June 2020 – January 2021
Senior UX Designer and Researcher

Led projects from strategy and concept to completion across two-sided marketplace, including qualitative and quantitative user research. Facilitated usability testing, cross-functional design studios, surveys, and other user research.

- Created personas, empathy maps, and user journeys using Figma and Miro.
- Conducted cross-functional ideation workshops to drive roadmap priorities and product development.

Greenbits, Portland, OR   March 2018 – March 2020
Senior User Experience Designer

Responsible for enterprise platform customer experience. Used Sketch, Figma, Abstract, Miro, and InVision to collaborate with other designers, engineers, and product managers to create business-critical solutions for customers.
- Led redesign initiative that reduced manual support requests by 24% through improved user error prevention, freeing up developer time from repetitive tasks.
- Owned customer outreach process to familiarize new hires with user needs as well as research on high-value enterprises.

Teamup, Remote   December 2016 – January 2018
Lead Product Designer

Worked closely with product and development teams to create a culture of user-centered design. Utilized customer support and direct customer feedback to conduct user interviews and usability testing, driving product development.
- Redesigned large-scale CRM platform, creating style guides in InVision and Zeplin.
- Conducted customer interviews and industry research to create user personas to align feature development with customer goals.

CrowdCompass (now Cvent), Portland, OR   March 2014 – December 2016
Senior User Experience Designer

Responsible for user experience of enterprise mobile and web apps. Collaborated with product managers, design team, and developers to create product requirements, user stories, wireframes, mockups, and prototypes.
- Introduced usability testing program with minimal budget.
- Mentored design interns as well as junior designers, led cross-product initiatives, including localization.

Tater Tot Designs (now DADO Labs), Portland, OR   February 2013 – February 2014
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.
- Expanded and grew design skills in IoT and physical product design.
- Introduced sprint demos to encourage transparency and represented company in high-level customer meetings.

Freelance Designer, Kryptiq and Insignia Health   March 2012 – February 2013

Worked closely with management to help define criteria for success of our projects.
- At Kryptiq, conducted visual redesign of client-facing demo sites and logos using Adobe Fireworks.
- At Insignia Health, worked with information architects, business analysts, developers, and other designers to create a responsive web application using OmniGraffle, Adobe Photoshop, Bootstrap, .NET, and jQuery.

Founder and Designer, Benchmark Grading, VetLinQ, and Stayhound   January 2010 – January 2012

As one of three founders, performed customer development interviews, industry research, and was solely responsible for product design.
- Designed and implemented all front-end user interfaces for GWT-based application using CSS and XML.
- Took ownership of marketing, product development, sales, SEO, and copy writing.

EDUCATION

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