ALEXIS PETERKA

Product Designer and User Researcher

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SUMMARY

Results-driven Senior Product Designer with over a decade of experience crafting exceptional user experiences for B2B enterprise solutions. Proven track record of transforming complex business requirements into intuitive, visually appealing, and highly functional product designs. Adept at leading cross-functional teams through the entire product design lifecycle, from user research and ideation to implementation. Seeking new opportunities to contribute to the success of enterprise products.

EXPERIENCE

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-level designs in Figma when appropriate.

- Leveraged AI tools and created prompt library to optimize design workflows and accelerate iteration during ideation.
- Designed smart automation features that reduced manual compliance tasks and drove 60% higher adoption.

NationBuilder, Remote   January 2021 – February 2024

Senior Product Designer

Owned product design across multiple workgroups and 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 in Dropbox Paper as well as Jira tickets.

- Increased team velocity by modernizing and improving usability of existing Figma design system.
- Took over design for new product acquisition, quickly launching new customer-focused features and CSS animation by working closely with engineering team.

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.

- Improved team alignment by creating personas, empathy maps, and user journeys using Figma and Miro.
- Conducted cross-functional ideation workshops to inform 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 our customers.

- Initiated and led design ideation and implementation for project aimed at decreasing manual support requests taking up developer time by redesigning our app to help prevent user errors, resulting in a 24% decrease in 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 the product and development team 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 mobile and web apps with hundreds of thousands of users. 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, and 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.
- Set up end of sprint demos to encourage transparency and worked with local non-profits to boost company profile.

Freelance Designer, Kryptiq and Insignia Health   March 2012 – February 2013
As a freelancer, worked closely with management to understand their businesses and 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 the user interface for 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 positioning and XML.
- Took ownership of marketing, product development, sales, SEO, and copy writing.

SnapNames, Portland, OR   January 2008 – June 2010
Web Designer
Led and implemented all website changes, including responsive design, site look-and-feel updates and application design.
- Organized, planned, and conducted usability testing within Agile methodology timelines.
- Proactively redesigned downloads page for high-revenue customers, increasing click-through by 135%.

EDUCATION

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