





# PETER SARGALSKI

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## CORE EXPERTISE

- Design Strategy & Leadership
- Startup Advising & Consulting
- Design Systems & Architecture
- Launching New / Reimagining Existing Products
- Mobile / Desktop / SaaS Design
- App / Software Platforms / Data Visualization

## EDUCATION

2007 BFA in Design  
Florida Atlantic University

## PROFESSIONAL SUMMARY

As a seasoned product designer, I transform ambitious startup visions into beautiful, real-world solutions. I work closely with entrepreneurs, product teams and development teams to build the right software - efficiently, cost-effectively, and with a keen eye for design.

My code development experience, combined with first-hand startup experience, allows me to guide companies from initial concept through successful execution and scaling. Integrating individuals, workflows, and solutions.

17 years in tech, 21 designing, 11 leading teams

## WORK HISTORY

**Boston Cognitive - Product Designer**  
October 2024 - Current

- Designed BoCA app from the ground up. This includes the app product itself, the website and app store materials.
- Redesigning the Boston Cognitive family of websites: Bostoncognitive.com , BoCA.bostoncognitive.com , Alz.life.
- Managed a small (4) remote team of a designers and developers.

**Overproof - Director of Design**  
March 2019 - October 2024

- Led UX strategy for 4 products (2 web, 2 mobile) serving 5 user types, contributing to \$1.5M revenue in 2024
- Managed and mentored team of 5 designers and coordinated with 2 external agencies to ensure design quality and project standards
- Created 3 comprehensive design systems and architectures improving consistency within the design team and development efficiency
- Led user research initiatives to optimize product features and user experience
- Defined project scopes and feature priorities in collaboration with cross-functional teams

**Boats Group - Lead UX/UI Designer**  
August 2017 - March 2019

- Led design team of 5 designer/developers with full design control over 4 main Boats Group properties serving global watercraft e-commerce market
- Managed end-to-end design process from wireframes to production release, including prototyping, A/B testing, and design system development
- Founded company Designers Guild fostering cross-team design collaboration and culture development

**Open English - Designer / Front End Developer**  
August 2015 - March 2017

- Executed front-end development for 6 active properties
- Translated approved UI designs into responsive, cross-browser compatible code using Bootstrap, HTML5, and CSS3 best practices
- Led my second company-wide migration to a different CMS system (this time WordPress), ensuring seamless transition across all properties
- Conducted A/B testing and conversion rate optimization to improve user engagement and business metrics
- Managed email marketing campaigns and research emerging technologies to maintain competitive advantage

**KLX Aerospace - UX Designer**  
October 2014 - September 2015, Contractor until 2018

- Led UX strategy for world's largest aerospace parts supplier, optimizing B2B e-commerce experience serving global aviation industry. (NASDAQ: KLXI, 2018 was sold to Boeing)
- Drove usability improvements while maintaining brand integrity, guiding cross-departmental teams on visual strategy
- Delivered development-ready designs in collaboration with IT teams, contributing to front-end implementation
- Developed content strategy aligned with business goals for multiple web properties