



Adam Peterson

Product/Software/AI/HCI Design

Experience



DISCO

Full-time · 8 yrs 2 mos

Austin, Texas, United States

- Principal Product Designer

Nov 2019 - Nov 2024 · 5 yrs 1 mo

Remote

For the last ~8 years, I've been at Disco, where I've been responsible for the design of our flagship product, "Ediscovery", focusing primarily on AI, Search, and Review features and experiences that involve exposing petabytes of multidimensional data and billions of documents.

I joined Disco as one of the first product/software designers. A few years into my time there, the company went public with a ~\$2B USD valuation and I stayed on for a few more years.

- Staff Product Designer

Oct 2016 - Nov 2019 · 3 yrs 2 mos

On-site



Netspend

Full-time · 4 yrs 5 mos

Austin, Texas, United States · On-site

- Senior Product Designer

Sep 2012 - Oct 2016 · 4 yrs 2 mos

Before Disco, I was at Netspend for ~4 years, where I was responsible for design across multiple banking platforms; products ranged from traditional consumer banking products and small business offerings to corporate incentive programs and other product offerings in the financial space.

I worked across mobile apps, tablet interfaces, and the full web experiences, across several product lines and feature sets. A couple years into my time there, the company was acquired for ~\$1.5B USD and I stayed on for a couple more years.

- Product Designer

Jun 2012 - Sep 2012 · 4 mos



Before Netspend

Various companies

Mar 2006 - Jun 2012 · 6 yrs 4 mos

- Before Netspend, I spent ~6 years working mostly with other startups, on a variety of challenging problems in interesting spaces.
- In 2012, I worked with a design agency based out of Houston, but did an extended stay in Hawaii.
 - In 2010 and 2011, I was responsible for the design of a ridesharing product/platform. This started off as contract work, became freelance work, and eventually salaried work that I took on part-time. Some of this time I was in Seattle, but I lived in and worked mostly from China during this time.
 - In 2008 and 2009, I was responsible for the design of a suite of survey taking, response tracking, and panel management software used mostly by PhD students and researchers. This was also full-time work in Austin and I also traveled often during this time, mostly throughout the United States.
 - From 2006 into 2008, I was responsible for the design of an automated system for the fair distribution of high risk auto insurance policies at a government non-profit, replacing the old method requiring lots of humans, paper, and batch processes. This was full-time work and I was living in Austin at the time, but I also did extended stays away during this time, namely in Japan and in Alaska.
 - Before 2006, I worked a couple of retail jobs and made money opportunistically (as kids often do), but 2006 through 2012 were really important years in terms of developing real world problem solving skills to go along with my technical and design skills. These were the years that I was on my own, often in unknown places, seeing and embracing the world myself.

Education



California Institute of the Arts

Game and Interactive Media Design

Grade: 4.0

Recommendations

Adam is one of the most brilliant designers I've worked with. In addition to his fantastic design skills, Adam has an unparalleled ability to work closely with development ensuring a quality design is carried throughout the development and delivery process.

Adam is a very driven and talented designer. I have really learned a lot from working with him and he has been absolutely clutch in getting NetSpend's mobile apps out the door.

Adam has the ability to craft fully cohesive user experiences in complex applications. The passion for detail and ability to create a fully unified user story is where Adam shines as a UX Designer. He can form consistent design patterns and build a unique design language for the application he is working on. His level of technical understanding also greatly helps when collaborating with him to bring one of his experiences to life.

Adam was one of the most dedicated professionals that I worked with at netSpend. He has a personality for driving success and would be an asset to any team. Cool under pressure he does what it takes to get the job done on time, but without cutting corners on quality. He is a very good and broad-minded designer - his skills, knowledge and understanding of the challenges and opportunities at netSpend were one of the reasons the mobile platform project was successful. If you need a highly skilled, forward thinking designer that works well with developers - Adam is the right person

I had the pleasure of working closely with Adam on a project where he served as our Product Designer, and I can say he would be an invaluable asset to any team. Adam brings a unique combination of creativity, empathy, and technical understanding to his work, making his designs not only visually appealing but also highly functional and user-centered.

One of Adam's standout qualities is his attention to detail. His designs are full of thoughtful subtleties that enhance user productivity and experience. He takes great pride in understanding the nuances of the user journey, and it shows in the small touches that make his work exceptional.

Adam is deeply customer-focused; he puts himself in the user's shoes, aiming to truly understand their needs and behaviours. This empathy drives him to develop design solutions that resonate with users and add value in meaningful ways.

His creativity and innovative approach have been a game-changer in our project. Adam doesn't settle for the obvious; he's always exploring unique solutions to complex design problems, which ultimately results in a memorable user experience.

In addition to his creativity, Adam stays up-to-date with design trends, seamlessly integrating modern aesthetics and techniques when appropriate, giving his work a fresh and current feel. His designs consistently reflect a modern, polished look that clients and users alike appreciate.

Lastly, Adam's communication skills and responsiveness set him apart. Despite managing multiple projects, he always responded promptly and was readily available to address questions and unblock engineers, ensuring smooth project progress.

Adam's contributions were key in our project's success, and I'm confident he'll bring the same energy, commitment, and skill to his next role. I highly recommend him for any opportunity where unique UI/UX design and user-centered solutions are valued.