



Adam Peterson
Product/Software/AI/HCI Designer

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



Various design roles
Various companies
Mar 2006 - Jun 2012 · 6 yrs 4 mos

Before Netspend and Disco, I spent ~6 years working mostly with other startups, on a variety of challenging problems in interesting spaces.

- In 2012, I gave the design agency life a brief try; I wasn't a fan of working without strong Product and Engineering.
- In 2010 and 2011, I was responsible for the design of a ridesharing product/platform that partnered with companies and local jurisdictions; it's saved users ~\$100M dollars in transportation costs, has offset over 200M pounds of CO2, and has powered over 10M trips across over 300M miles.
- In 2008 and 2009, I was responsible for the design of a suite of survey-taking, response-tracking, and panel-management software/products used mostly by PhD students and researchers.
- From 2006 into 2008, I was responsible for the design of an automated system/software for the fair distribution of high risk auto insurance policies at a government non-profit, replacing the old method that required lots of humans, paper, and batch processes.