ALEXIS PETERKA
User Experience and User Interaction Designer

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SUMMARY

I design and help build mobile and web applications using **responsive (mobile-friendly) design**, **Adobe Creative Suite**, **CSS3**, **HTML5**, and **jQuery**, among other neat tools. I do **usability testing** and **user experience** design in **Agile** and waterfall environments, and I like to get my hands dirty in **markup** and bug fixes. I work with developers using **git**, **.NET**, **GWT**, **Ruby**, and **Java**.

EXPERIENCE

Tater Tot Designs, Portland, OR   02/13 – present
User Experience Designer

Owned design direction for client and internal projects, taking on account management role with clients and working closely with visual designer, software developers, and mechanical engineers.

- Took initiative to build company visibility by spearheading donation-in-kind project for Portland Youth Philharmonic.
- Expanded and grew design skills on Windows 8 platform and physical product design.
- Set up end of sprint demos to encourage transparency.

Freelance Designer, Kryptiq and Insignia Health   03/12 – 02/13

- At Kryptiq, turned around visual redesign of client-facing demo sites and logos using Adobe Fireworks.
- At Insignia Health I worked with information architects, business analysts, developers, and other designers to create the user interface for a responsive web application that helps people start taking control of their health. We used OmniGraffle, Adobe Photoshop, Bootstrap, .NET, and jQuery.

Founder and Designer, Benchmark Grading, VetLinQ, and Stayhound   01/10 – 01/12

- Created all branding and identity for software startups using Adobe Illustrator.
- Designed and implemented all front-end user interfaces for GWT-based application using CSS positioning and XML.
- Took charge of most marketing, product development, sales, SEO, and copy writing.

SnapNames, Portland, OR   01/08 – 06/10
Web Designer

Led and implemented all web site changes, including site look-and-feel updates and application design. Worked closely with engineers, product management, marketing, and other designers.

- Took initiative to independently design and implement mobile version of web site.
- Organized, planned, and conducted usability testing within Agile methodology timelines.
- Proactively redesigned downloads page for high-revenue customers, increasing click-through by 135%.

WebMD, Portland, OR   08/04 – 01/08
Web Designer

Designed and built custom web sites to Fortune 500 client specifications using internal technical tools. Duties included user interface and visual design of core products. Used developer tools for coding and version control.

- Worked closely with product managers to craft UI of industry-leading health and benefits tools using AJAX, Flash, and JavaScript, as well as validating new interfaces with usability testing.
- Created marketing toolbox of print collateral to increase usage of products and streamline sales and marketing process.

Healthnotes, Portland, OR   01/02 – 08/04
Senior Graphic Designer

Managed and implemented all changes to Cold Fusion web site. Designed and maintained all online and print marketing material and customer communications Created instructional signage, increasing usage. Storyboarded and implemented Flash animations to increase use of touch-screen kiosk.

- Collaborated with executives to create compelling product interfaces, increasing sales.
- Created email newsletters and product guides to increase customer retention.
- Worked closely with technical team to optimize load time and usability of touch-screen interactive product using image compression, Javascript, Cold Fusion, ASP, and CSS.

Freelance Designer, Xerox and 800.com   06/01 – 10/01

- Developed marketing strategy and creative direction for pilot program under strict timeline.
- Created and implemented original design and wrote marketing copy for web and print.
- Assembled style guide and initiated organizational changes to increase efficiency and prevent misuse of resources.
- Supervised design team, creating capacity plans, managing workflow, and reporting statistics used to determine cost analysis.

WebMD, Portland, OR   08/96 – 03/01
Art Director, 01/99 – 03/01

Created co-branded web site designs for major clients from the internet and HMO industries. Assisted software engineers in coding and deployment of sites using XML, Java, and proprietary template language.

- Developed template timeline for project development, resulting in more on-time deliverables and greater client satisfaction.
- Increased usability of product by creating search tools that found superfluous graphics and code, reducing site download time.

Web Designer (before merger, SHN), 08/96 – 01/99

Created graphics and HTML under tight deadlines. Developed original designs for condition-specific sites through market research and focus groups. Guided and enforced corporate branding in web and print spaces.

- Boosted click-through from 2% to 18% by writing copy and designing banner ads to run on search engine sites.
- Reduced time to market by learning and teaching other designers proprietary template language and version control system.

EDUCATION

Pacific Northwest College of Art, Portland, OR.   08/95 – 05/97
B.F.A. and continuing education classes

Reed College, Portland, OR.   08/92 – 05/96
Awarded B.A. in Art