

# ALEXIS PETERKA

## Product Designer and User Researcher

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## SUMMARY

I use my curiosity, empathy, passion for data, and talent for design to find out what people want, how they use it, and turn that knowledge into simple, intuitive experiences.

## EXPERIENCE

### Respondent.io, Remote

June 2020 – Present

#### Senior UX Designer and Researcher

Led projects from strategy and concept to completion across two-sided marketplace, including qualitative and quantitative user research.

- Created personas, empathy maps, and user journeys using Figma and Miro.
- Conducted cross-functional ideation workshops to inform roadmap priorities and product development.
- Wrote user stories and acceptance criteria and created mockups and prototypes for customer-facing products.

### 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.

- Performed quantitative and qualitative research to create and distribute research-based personas for product alignment.
- 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, 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 of new features. Facilitated usability testing, cross-functional design studios, surveys, and other user research.

- Introduced usability testing program with minimal budget.
- Mentored design interns as well as junior designers, and led cross-product initiatives, including localization.
- Used UX town halls and regular executive communications to champion design thinking throughout organization.

**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 on Windows 8 platform 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, turned around 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 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****January 2010 – January 2012**

As one of three founders, performed customer development interviews, industry research, and was solely responsible for product design.

- 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 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 site look-and-feel updates and application design.

- Took initiative to independently design and implement mobile version of website.
- 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****August 2004 – January 2008****Web Designer**

Designed and built custom websites 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.

## EDUCATION

**Pacific Northwest College of Art, Portland, OR** – Classes in B.F.A. and continuing education programs

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