

# Peter Borges

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## WORK EXPERIENCE

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**VIAM** (117m venture-backed AI and robotics startup) New York, NY  
Founding/Lead Designer Sep 2021 – Present

- Spearheaded the design of Viam's web app, taking it from concept to launch, focusing on fleet management, AI, data management, and device configuration which has scaled to 40+ B2B partnerships and over 2,750 community members to create over 32 million in projected revenue for 2025.
- Grew the design team from 1 to 5 designers, fostering collaboration and ensuring high-quality deliverables.
- Established and led the implementation of the PRIME design and development system, resulting in the creation of 23 unique components and documentation sets, which streamlined workflows across design and engineering teams while maintaining consistency across product verticals.

**RevUnit** (Workplace technology consultancy) New York, NY  
Senior Product Designer Jan 2019 – Aug 2021

- Collaborated with HEB's senior leadership and development teams to design a suite of internal tools used by over 400 buyers and analysts which reduced the overall shelf planning activity by 78%.
- The Assortment Optimizer product launch reduced individual assortment tailoring time from 20 hours to 1. Expanded
- HEB's internal design language Mortar, by adding five additional components with associated documentation, thereby improving cross-project consistency and adoption across decent additional project teams.

**USAA** (Fortune 100 banking and insurance company for veterans and their families) New York, NY  
Experience Designer Oct 2017 – Jan 2019

- Led design for the "Manage My Money" experience, which empowers members to manage their finances more efficiently by driving down balance inquiry times by 27% while increasing our overall member satisfaction score by 8%.
- Conducted and distressed over 30 member and member service representative (MSR) interviews to develop personas, journey maps, and UX strategy to align senior stakeholders during the research and planning phase."
- Developed competitive analysis, UX strategy, wireframes, high-fidelity mockups, and prototypes for integrating USAA's first use of augmented reality into their auto buying experience.

**SAIC** (Fortune 500 defense information technology contractor) New York, NY  
UI/UX Designer Aug 2015 – Sep 2017

- Led 0 to 1 design for a team enhancing Quick Reaction Force capabilities within the Army's I2WD through the use of classified tracking and analysis tools.
- TS/SCI clearance granted - read on programs available on a need to know basis.

## EDUCATION

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**RHODE ISLAND SCHOOL OF DESIGN** Providence, RI  
Bachelor of Fine Arts in Industrial Design Sep 2011 - May 2015

**BROWN UNIVERSITY** Providence, RI  
Cross registration in Philosophy Jan 2014 - May 2014

## SKILLS

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**User Experience:** User research, User personas, Wireframing, High-fidelity visual design Prototyping, Storyboarding, Journey mapping, Empathy mapping, Usability testing, A/B testing, Heuristic Evaluations

**Process & Strategy:** Human-centered design, Competitive analysis, Agile, Lean UX, Design thinking, Data-driven design

**Design:** Typography, Color theory, Layout, Visual hierarchy, Interaction design, Design systems, Microinteractions, Figma

**Accessibility & Standards:** Design systems, 508 Compliance, WCAG, Inclusive design, Style guides, Responsive design