Pete Lada

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Profile

Technical design leader with 13 years experience designing and building user-focused products. Executive-level experience developing design teams, establishing design principles and vision, assisting with product roadmaps, and executing at an IC level. Passionate about designing with a focus on the end-user, design systems, and building teams. Currently interested in joining an organization where I can operate at an IC level at significant scale and impact.

Experience

Co-founder and Creative Director, Guidebook – 2011-Present

Guidebook is a platform for event managers, organizations, and institutions to publish informational guides to a native mobile app. We serve many of the world's leading companies (Amazon, Google, Johnson and Johnson, Coca-Cola) and institutions (Stanford, Harvard, Princeton, Yale, MIT), tens of thousands of small and medium-sized businesses, and millions of users.

Our apps and guides provide users with ways to view and interact with data related to the space they are visiting (scheduling, mapping, points of interest), participate in communities (newsfeed-style data, networking tools, 1 to 1 chat), and communicate with the organization (messages and notifications). Customers configure their apps and guides through Guidebook's CMS.

Guidebook employs 100 people and operates in San Francisco, Raleigh, London, and Seoul. Guidebook has been profitable since 2018. Guidebook's success is due in large part to our focus on the end-user experience, as well as out-executing our competition on a variety of features. Guidebook is the largest independent app building platform within the events space.

I spend my time leading the design team within Guidebook, overseeing all design initiatives but focusing on product design and strategy of the apps and CMS. I spend the majority of my time executing at an IC level; the remainder is spent managing a team of marketing and product designers.

Creative Director, Proxima Labs – 1999-2011

Co-created Proxima Labs, a boutique web design & development company. Worked with companies and organizations such as Slashdot.com and Princeton University.

After getting into mobile app development, we created Guidebook (launched as "The Conventionist") and quickly transitioned it to a new company.

Web Designer/Developer, Cisco – 2009-2011

Developed and designed for the web both internally and externally. Responsibilities included creating mockups and wireframes, developing pages or micro-sites for internal stakeholders, designing and building external facing pages on cisco.com, and creating templates for corporate communications.

Co-founder, Snoopr – 2007-2008

Designed and developed the front-end for Snoopr, a social deal-finding site (labeled "digg for deals" by CNET). Helped with marketing, affiliate management, positioning, outreach, and brokering the eventual sale.

Snoopr was sold to RetailMeNot in 2008.

Education

Northeastern University; Boston, MA – B.S., Business Admin., MIS & Marketing, 2008

Skills

Building scalable products; leveling-up junior designers; approaching design from a technical perspective; creating and maintaining design systems; understanding complex design challenges; prototyping in Framer and Principle; executing in an environment of ambiguity; experienced with (S)CSS; familiar with JavaScript, React; some experience with UI development in Swift/Obj-C/Java.

Personal

Father of an amazing daughter, avid cycler and runner. Fan of strategy card games, fantasy novels, gardening. Amateur baker.