

Peter McPhail

Winona, MN 55987

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Dedicated UX designer passionate about crafting positive user experiences through user research, usability testing, ideation and prototyping. Effectively communicates across teams about design best practices and designer to developer handoff.

PORTFOLIO LINKS

- PDF Portfolio
- Portfolio Website

SKILLS

- Wireframes and Prototyping
- Usability Testing
- User Research
- User Personas
- Design Thinking
- Brainstorming
- Heuristic Evaluations
- Empathy
- Communication and Collaboration
- Leadership
- XAML, HTML, CSS, Javascript, Python
- Agile Methodologies

EXPERIENCE

Watlow Electric Manufacturing Co.

Senior UX Designer

Winona, MN – 2021-Present

- Affinitize user interview data into meaningful insights.
- Translate design documents into front end code on various platforms.
- Collaborate with teammates to deliver valuable features meeting business and customer needs.
- Effectively communicate with product managers to translate project requirements and business objectives into polished user interfaces.
- Devise user flows, wireframes, and mockups for designs based on stakeholder requests and end-user feedback.

Engineer 2 (Verification Team Lead)

Winona, MN – 2018-2021

- Responsible for managing a team of six verification engineers
- Organize and report test plans to stakeholders
- Lead sprint planning and team standup meetings
- Develop the framework used for automated firmware testing

Engineer 1 (Verification)

Winona, MN – 2016-2018

- Verify firmware according to customer specifications
- Perform various forms of testing such as regression and acceptance testing
- Effectively communicate during sprint planning sessions and daily standup meetings

EDUCATION

University of Minnesota Boot Camps | UX/UI Certification

User Experience Design, Expected in 06/2022

Winona State University - Winona, MN | Bachelor of Science

Computer Science (Human Computer Interaction), 12/2015

- WSU Foundation Scholarship Recipient
- Whole Kids Outreach usability study

Le Cordon Bleu College of Culinary Arts - Winona, MN | Associates

Culinary Arts, 07/2009

- Dean's list every quarter