

UMA PETERSEN

UI/UX Designer & Developer

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LANGUAGES AND TECHNOLOGIES

- **Applications & Tools:** Sketch 3, InVision, Giffy, OmniGraffe, Zendesk, Sublime, GitHub, Justinmind, UXPin, Google Analytics, Adobe illustrator
- **Languages:** Python, JavaScript, HTML5, CSS3, SQL
- **Frameworks & Libraries:** Flask, Meteor, Jinja, Bootstrap, JQuery, jQuery UI, D3.js, Chart.js, Google Maps API, Twilio API, Twitter API, Nodes.js, semantic UI, Materialize

EMPLOYMENT

UX/UI Designer(Contractor)

Wells Fargo, San Francisco CA

08/2017-Present

- Researched and identified problems through stakeholder meetings, user research, and team member interviews. Collaborated with various departments to drive product development tools.
- Took part in the design phases of multiple projects including user research, competitive research, wire-framing, visual design, branding.
- Supported the Wholesale Business Solution in the design of early-stage internal tools. Assisted UX research team by collecting and analyzing data. Helped design visuals, such as: personas, infographics, presentations, etc to communicate analysis and make knowledge available to all internal organizations.
- Conducted usability tests, heuristic evaluations, and analyses on lending products and applications. Presented digital lending transformation tool research findings and design recommendations to stakeholders.
- Initiated and led to several experimental UX deliverable projects involving user support ticket analysis. Deployed template creation, wireframes, and data visualization kits to internal site for all organizational departments to use.
- Spearheaded, designed, and managed project management solutions and an internal repository, using Atlassian products, to keep design team projects organized.

Software Engineer

FATHOM, Oakland CA

05/2016-11/2016

- Designed and built Smart Quote application to position the sales team to secure customer quotes for FDM, Polyjet, SLS, SLA, and 3D printing by synchronization with Salesforce.com
- Built out design, wire frames and prototype to add new functionality, enhancements and improvements to Smart Quote
- Led a major project by wrapping fiber around Autodesk's Forge API npm modules/Lib to allow development of asynchronous code to synchronous style code, sharpening efficiency, that led to creation of NPM module.
- Designed and created wireframes, prototypes to add new functionality and improvements to Smart Quote.

Product Engineering Team

Groupon Inc

5/2012- 8/2015

Software Developer Tester

- Transformed customer feedback into quantifiably successful features, including calendars and other elements, based on analysis. Spurred development of high-quality products in direct collaboration with engineering teams.
- Originated test plans and completed test cases on mobile and web applications to verify product aligned with function and design specifications. Developed detailed test plans, test scripts, user flows, user personas
- Presented insightful, data-driven recommendations to stakeholders, based on research and analysis of customers
- Documented user stories and participated in backlog review and story estimation of activates.

Lead Product Operations Specialist, Appointment Request and Deal Builder

- Led operational rollout of a new web-based platform to empower Groupon users to request appointments. Performed, in-depth research prior to the platform launch, securing an 80% approval after surveying 100 merchants.
- Planned product requirements with internal stakeholders and ushered projects through the entire project. Planned and managed user research, established product design vision, and identified risks and communicated goals to project stakeholders.
- Contributed to design and directions and development decisions to improve user experience on over five internal and external products impacting North American customers

EDUCATION

- **Hackbright Academy, San Francisco, CA** *Software Engineering*, December 2015
- **San Jose State University, San Jose CA,** *Bachelor of Science in Business Administration and Marketing*, May 2011