

Peter Bartsch

Professional Portfolio

About Me

I design experiences that make complex systems intuitive, elegant, and seamless. With a career spanning tech startups, global enterprises, and open-source initiatives, I bring a strategic and human-centered approach to UX design. From leading teams to shaping innovative workflows, I thrive at the intersection of creativity and technology.

Skills & Approach

I believe great design starts with understanding people. My expertise lies in:

- **Experience Strategy:** Translating business objectives into engaging digital experiences.
- **User Research & Testing:** Ensuring designs meet real-world needs through continuous iteration.
- **Team Leadership:** Building and mentoring high-performing product and design teams.
- **End-to-End Design Execution:** From sketch to final product, details, and intent, matters.

A handwritten signature in black ink, consisting of a large, stylized 'P' followed by a series of loops and a long horizontal stroke extending to the right.



Inventor / Founder / CEO

thios.co

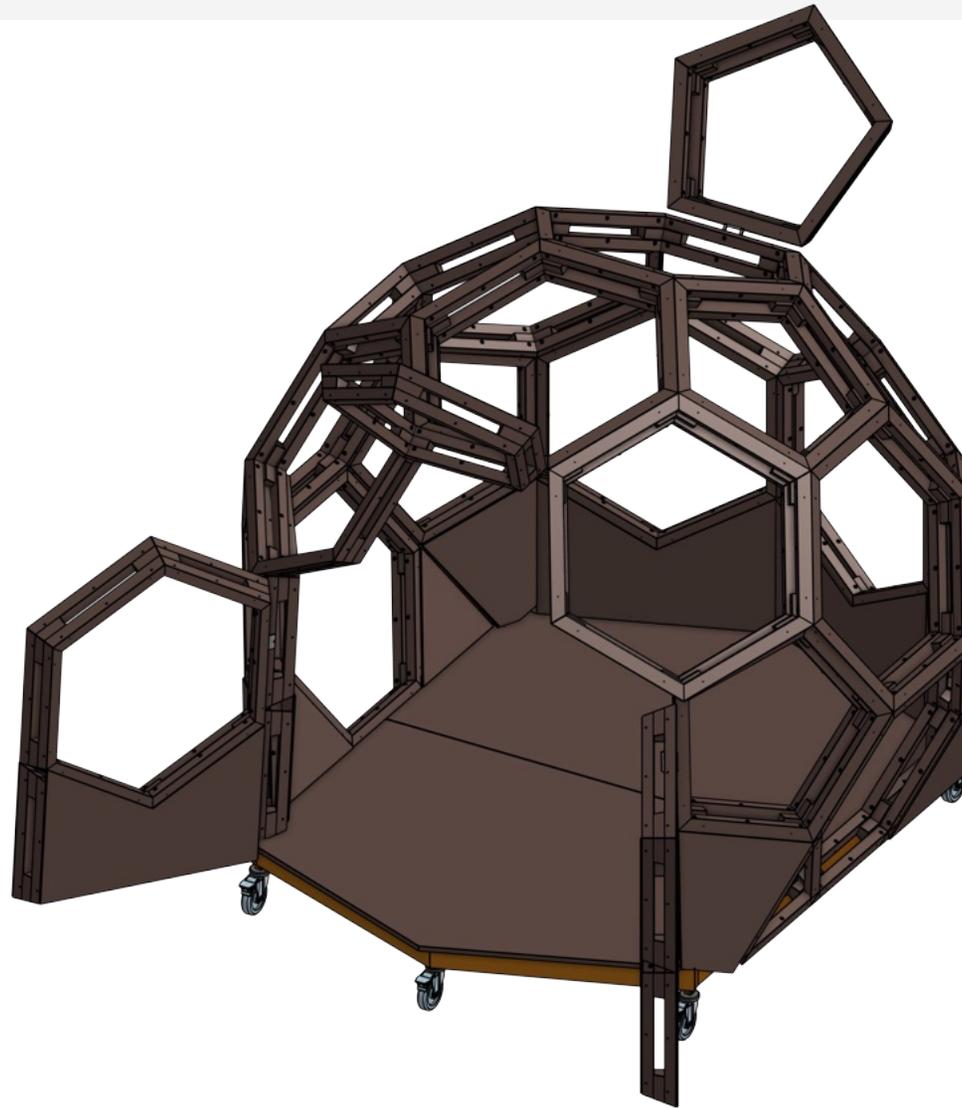
 **Role:** founder of modular, open source shelter. Now selling our first product.

 **Challenge:** I had a problem I could not fix. Like an itch I could not scratch. Created the 1st prototype - but saw big VC \$ fund diff solution for the same problem. Then that failed. And I had ran into my 1st prototype solving more problems - had to keep at it



Thios
Founder

Peter Bartsch / Professional Portfolio

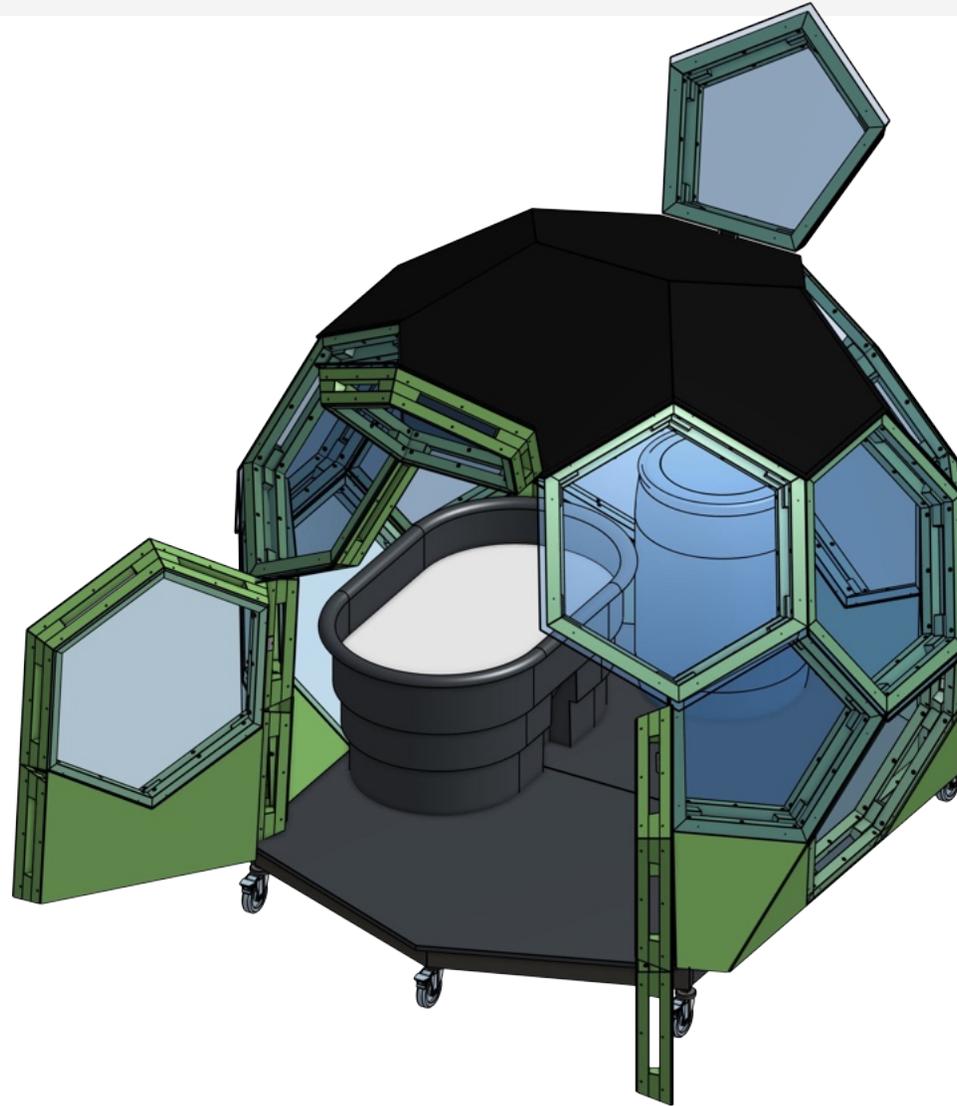


I invented the Thiosphere™; made from 200 2x4-8s, a bucket of screws and bolts, and built with common tools. Its is made from 22 panel, mostly hexagons and pentagons, at 180 pounds.



Thios
Founder

Peter Bartsch / Professional Portfolio

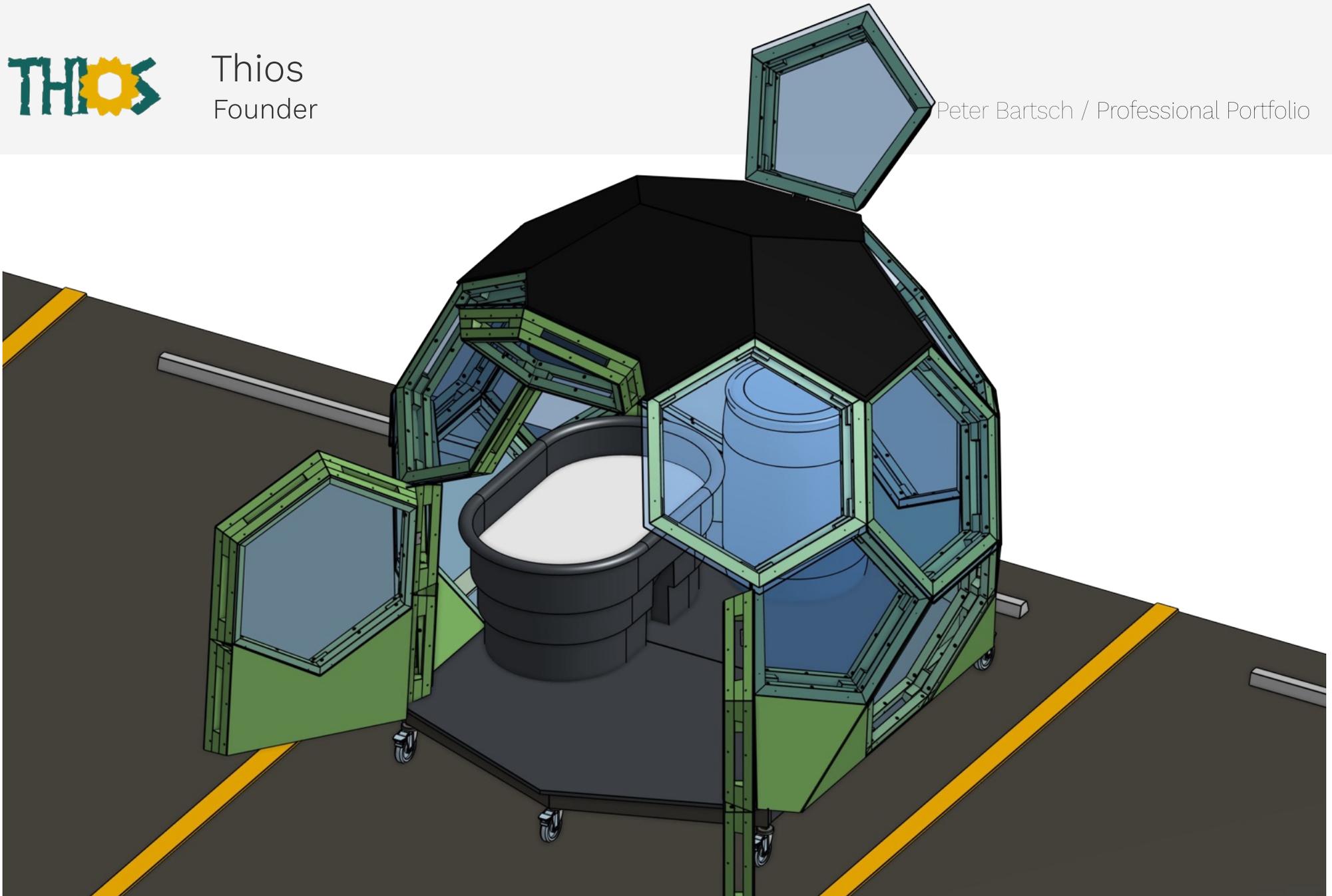


The modularity and open source hardware licensing allow for any combination for any use cases.



Thios
Founder

Peter Bartsch / Professional Portfolio

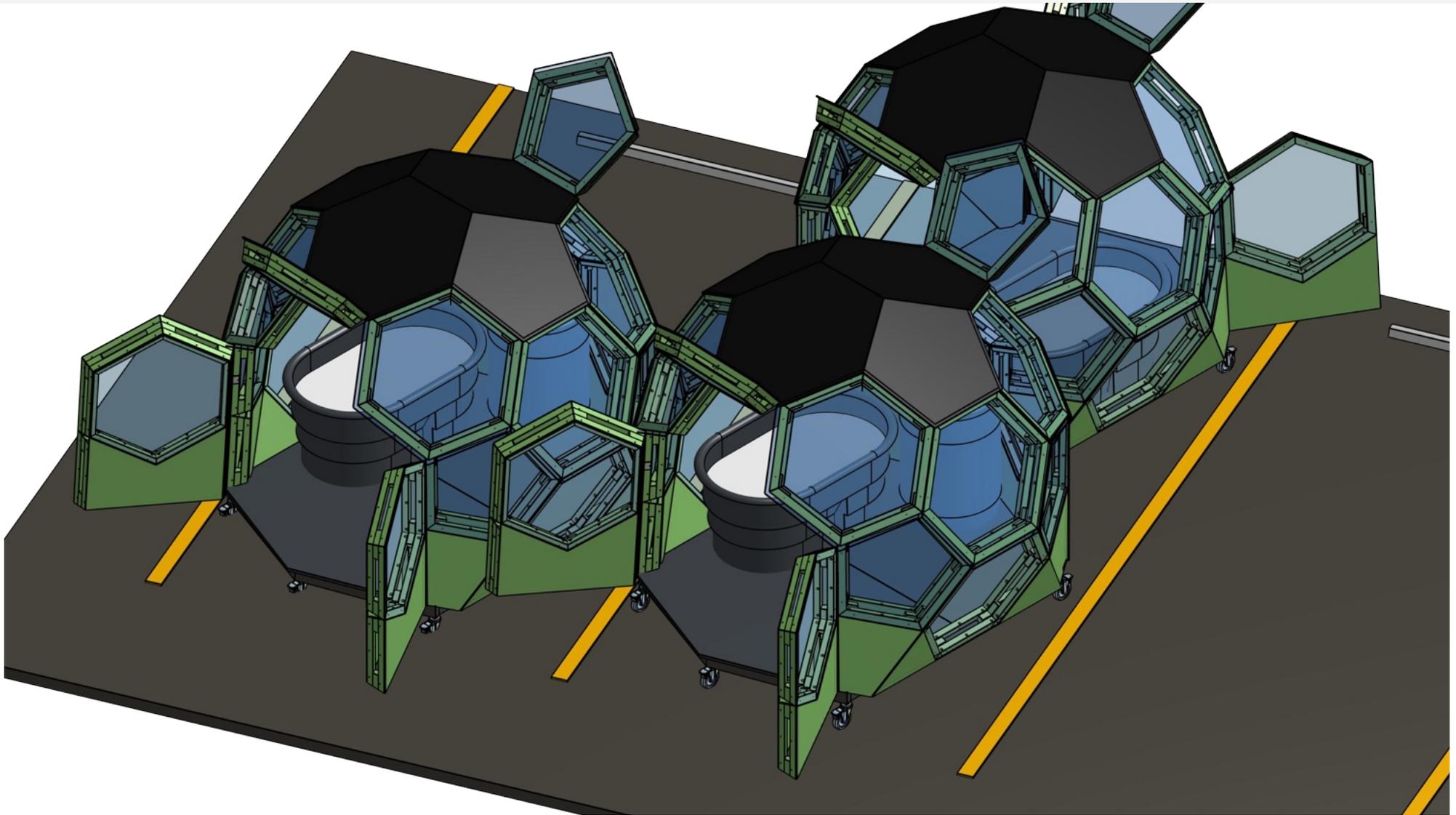


From a first principles design exercise for my problem, I ended up with a space that could farm a parking spot in Chicago, in the winter - or anywhere really



Thios
Founder

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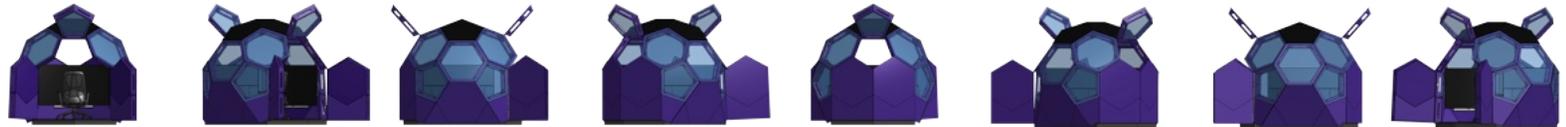


Six could fit in three spot - creating a near continuous local harvest of fresh produce.



Thios
Founder

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I've created five products so far. For five different uses cases. All built from an open, interoperable standard.



Thios
Founder

Peter Bartsch / Professional Portfolio

THIOS EN ENGLISH PRODUCTS SUPPORT ABOUT
WE CAN ALL USE A LITTLE SPACE

IMMOSPHERE™

An Immersive Space for Fun

THIOS WE CAN ALL USE A LITTLE SPACE

AGROSPHERE™

Farm a Parking Space!

AGROSPHERE™ Modular Space

The AGROSPHERE™ is more than just a shelter - it's a complete modular space solution. Whether you need a home office, workshop, studio, or storage space, our open-source design adapts to your needs. Build it yourself with our detailed guides, or let us handle everything from fabrication to installation.

Kickstarter Campaign #4

I've created the company and product branding. And built the entire online marketing site.



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I have also learned OnShape CAD and Blender 3D with this project



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And hope to doing a Kickstarter soon



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I also built all the real world prototypes myself



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I'm writing a Whole Earth Catalog inspired book about the entire project - which will be for sale soon!



Thios
Founder

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THIOSPHIRE.org OPEN SOURCE FILES OPEN SOURCE LICENSE COMMUNITY

5 Shapes Make 22 Modules

The diagram illustrates the assembly of 22 modules from five basic shapes: A (hexagon), B (pentagon), C (trapezoid), D (pentagon), and E (trapezoid). The modules are arranged in a central cluster with labels 1A through 22B. Some modules are shaded black, while others are white.

THIOSPHIRE.org ☰

Beautiful, and designed to be a second place for life to flourish - whatever, and wherever those requirements are.

Common Materials & Tools

- 200 - 2x4's
- 4 - 4'x8' sheets of plywood
- 120 - nuts and bolts
- 800 - wood screws
- 4 - casters, a small trailer or a leveling plinth (optional)
- Table Saw, Miter Saw, Drill, and a handful of common tools

5 Shapes Make 22 Modules

And manage the open source side of the project as well



Senior Lead UX Digital Customer Experience

John Deere & Company

 **Role:** Led the UX of Digital Customer Experience for John Deere, which included; leading the design efforts for the new, global user account creation and management, Global navigation across all web properties; desk, mobile and app, and the entire License Manager system, built to handle %10 of global revenue, (web, app, embedded in-cab displays). The rest of my UX artifact work with Deere was never for public consumption.

 **Challenge:** Achieving consistency and alignment across enterprise silos while navigating long manufacturing timelines that span multiple years, and in 120 markets.



John Deere & Company

Senior Lead UX: Digital Customer Experience

Peter Bartsch / Professional Portfolio



John Deere's Operations Center is a digital twin of equipment, providing operators with key insights and productivity gains. The overall goal was to increase "digitally engaged acres". This came with some challenges on the user side



John Deere & Company

Senior Lead UX: Digital Customer Experience

Peter Bartsch / Professional Portfolio



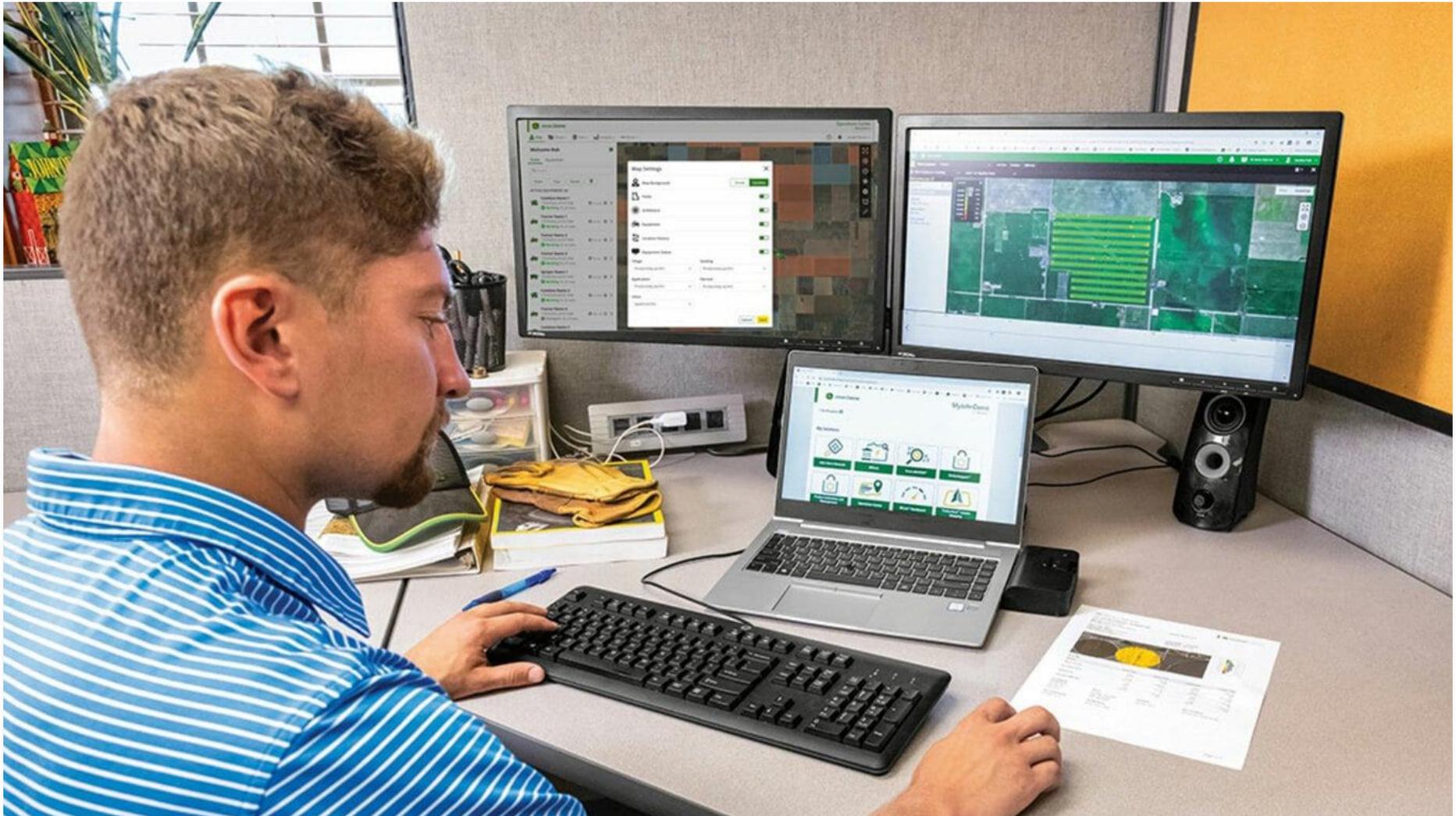
Operators are working under tight time constraints, focusing on results. They use text, phone calls, and handshakes for communication, and often have little need for distracting digital tools or email addresses to get the job done.



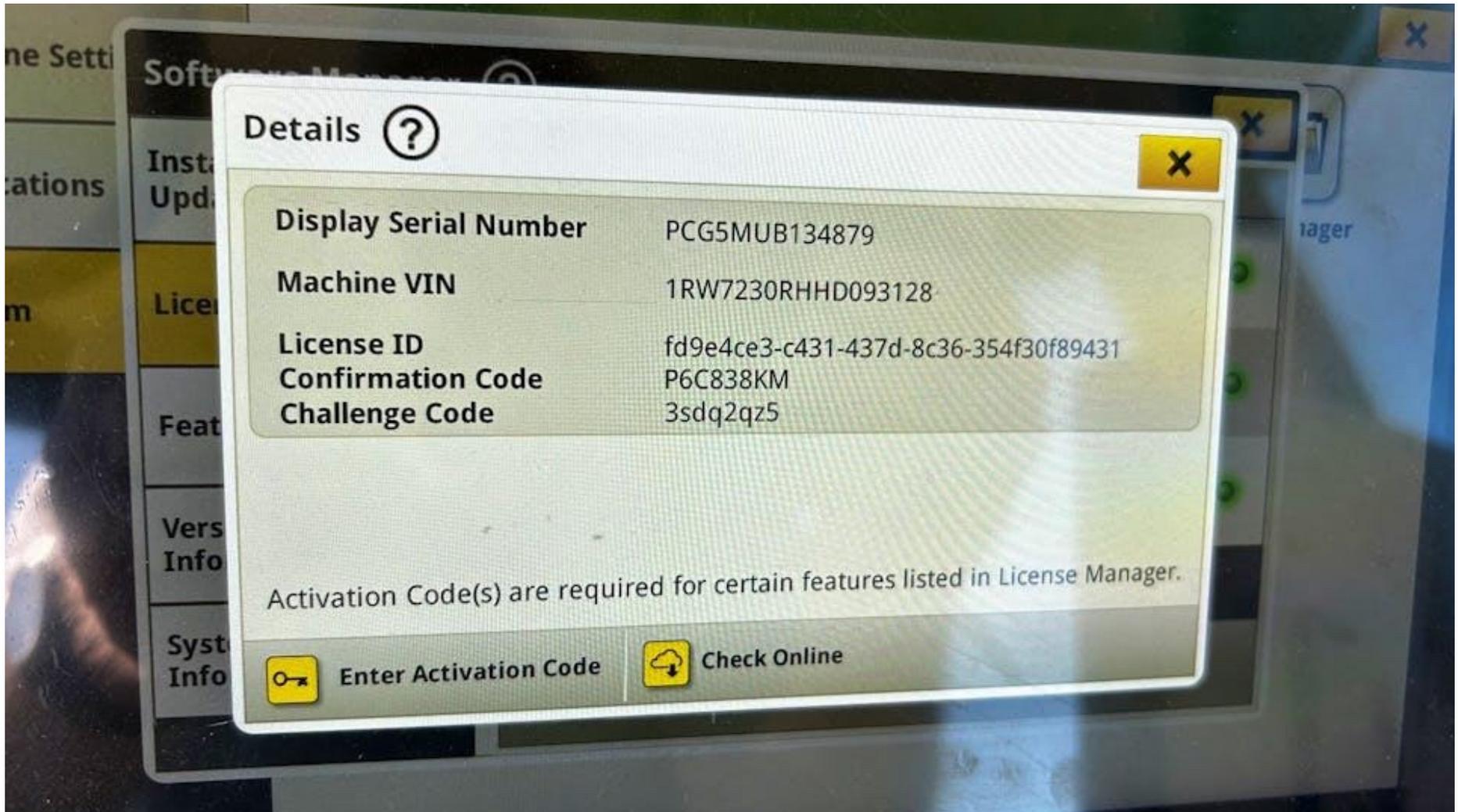
John Deere & Company

Senior Lead UX: Digital Customer Experience

Peter Bartsch / Professional Portfolio



Some customers prefer older, less digitally enabled equipment. While they use online tech when necessary, they don't always embrace cutting-edge solutions, opting for familiarity and stability.



Shifting to a subscription-based licensing model, offering customers on-demand access to digital tools. This provided more flexibility and aligned with changing user preferences for scalable services. And requires near holistic digital engagement



John Deere & Company

Senior Lead UX: Digital Customer Experience

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The screenshot displays a comprehensive farm management interface. On the left, a 'Fields' panel lists nine fields (01-09) under 'Merrweather Farms | JT'. The main area is divided into three sections: a 'Summary: Harvest' for 2013, a 'Corn' section with a table of metrics and a bar chart, and a 'Soybeans' section with similar metrics and a bar chart. The right side features a satellite map of the fields with various colored overlays (yellow, orange, red, green) and a 'SUMMARY' label. The top right corner shows the user's name 'Jake Greene (Johnson Farms)' and a notification bell with a '2'.

Field ID	Name	Client
01	Merrweather Farms	JT
02	Merrweather Farms	JT
03	Merrweather Farms	JT
04	Merrweather Farms	JT
05	Merrweather Farms	JT
06	Merrweather Farms	JT
07	Merrweather Farms	JT
08	Merrweather Farms	JT
09	Merrweather Farms	JT

Summary	Year
Corn	2013
Soybeans	2013

Product	Total Yield	Avg. Yield	Avg. MSTR
Corn	29,960.97 bu	188.17 bu/ac	18.76%
Soybeans	1,429.51 bu	53.50 bu/ac	13.08%

The wide range of digitally enabled customers and the complexity of the dealer model led to a fragmented digital experience, requiring a more cohesive and seamless solution.



John Deere & Company

Senior Lead UX: Digital Customer Experience

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John Deere Operations Center™

Manage your farm or jobsite, including equipment, performance and more

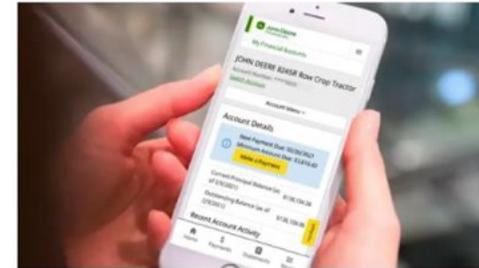
Sign in to Operations Center



John Deere Property Center™

Manage your equipment and property, and get tips for your land

Sign in to Property Center



MyFinancial

Manage your John Deere Financial Accounts anytime, from anywhere

Sign in to My Financial



John Deere iOS Mobile Apps



John Deere Android Mobile Apps



John Deere University



Product Activation & Management (StellarSupport™)

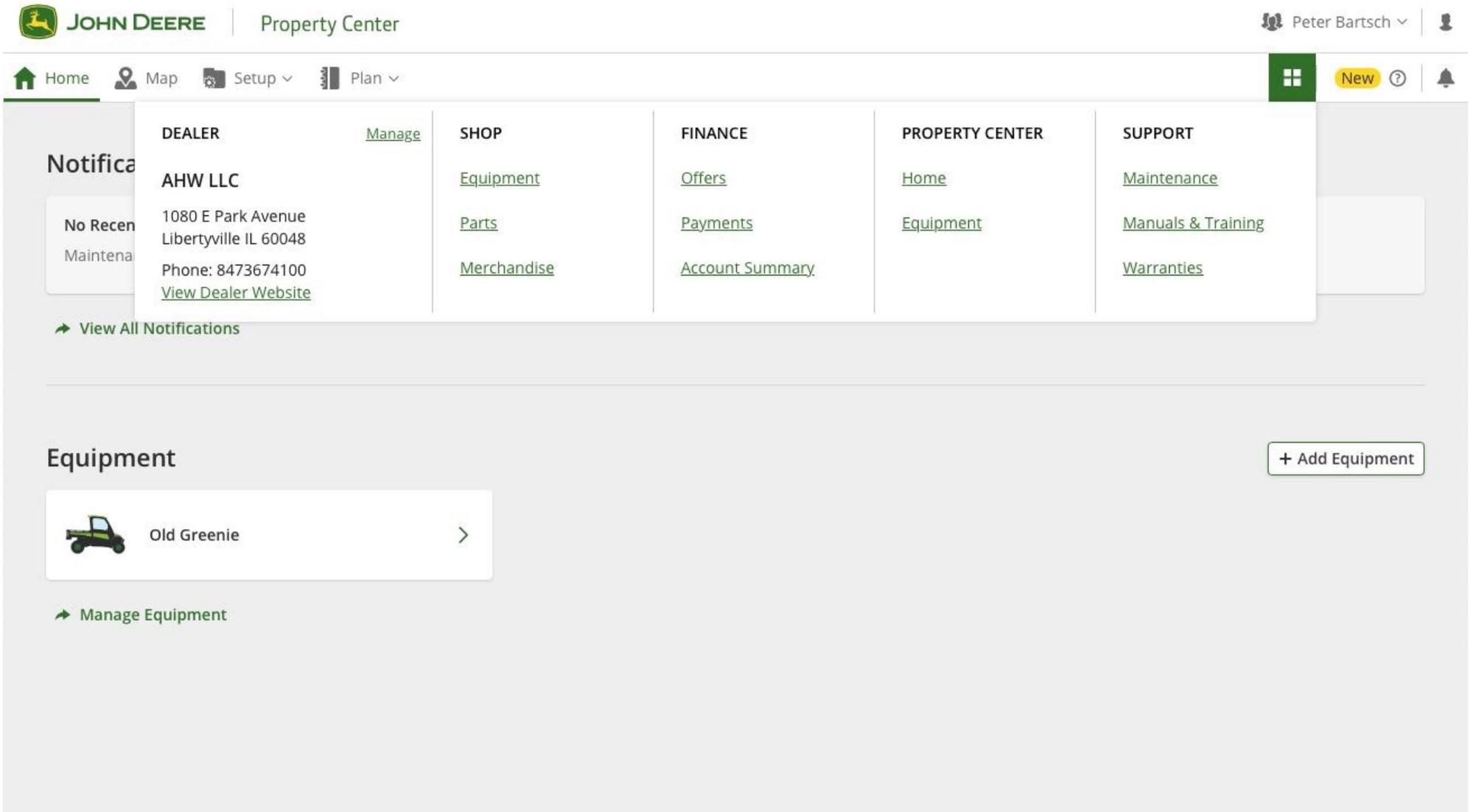
As Lead UX for Digital Customer Experience, I unified services by consolidating customer accounts, laying the groundwork for the future and a designing new subscription management tool.



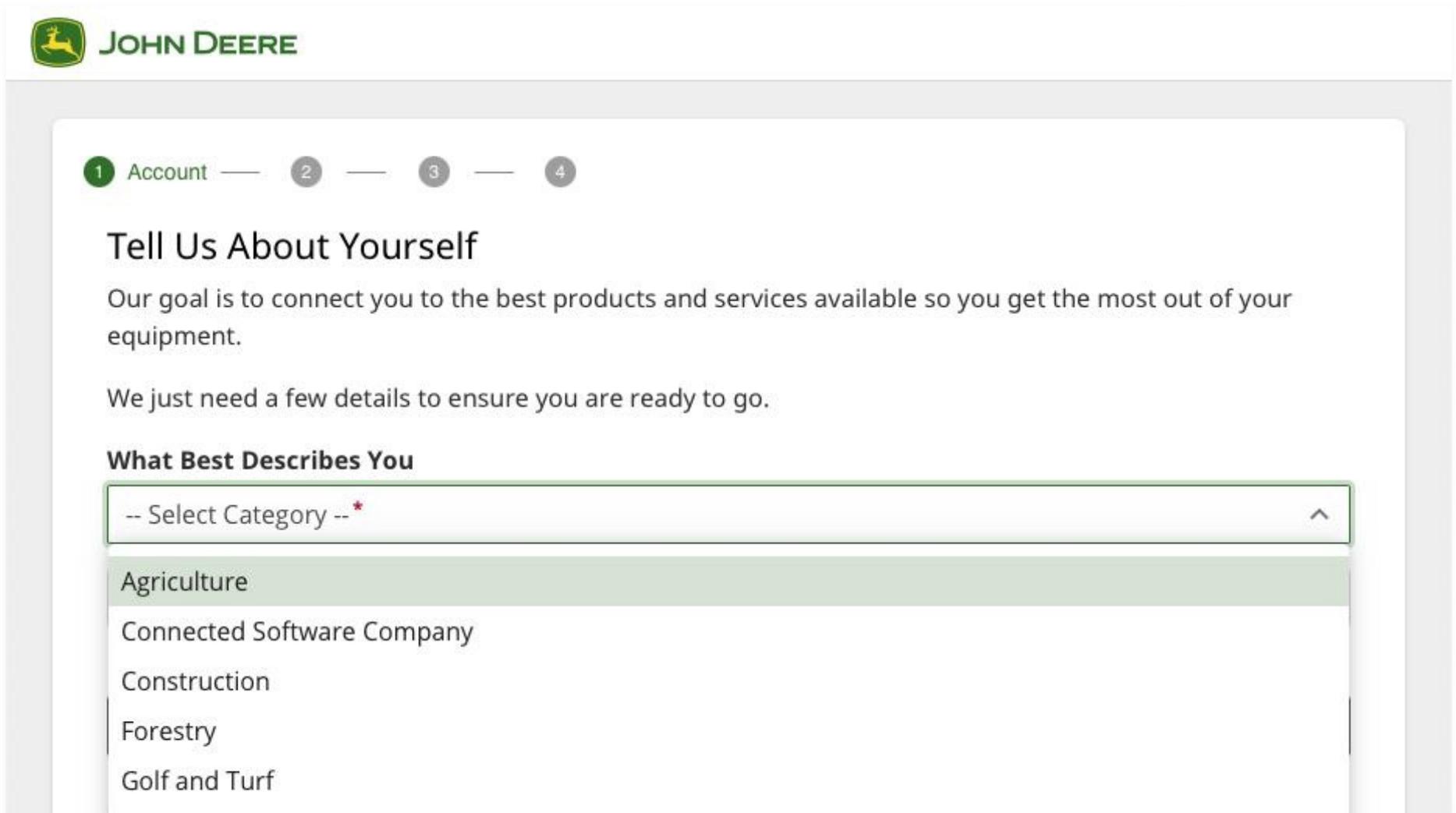
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Senior Lead UX: Digital Customer Experience

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Introduced a common, intuitive navigation system that simplified user access across tools, reducing complexity and improving overall experience.



Modernized user account management for better efficiency, security, and ease of use, aligning with broader goals to unify the digital experience.



JOHN DEERE

1 — 2 Organization — 3 — 4

Tell Us About Your Organization

Think of your organization as a team that includes your equipment, staff, and partners. Having an organization gives you easy access to all your equipment, people, data and much more.

Organization Name

This organization is for personal use. ⓘ

This organization has a different address than my user account.

Already have an organization? Click here to [logout](#) of **bartschfamilyfarms** and use your other user account.

Next

Introduced organizations as a new account dimension to meet legal data-sharing requirements, improving security and regulatory compliance.



1 — **2** — **3** Equipment — **4**

Tell Us About Your Equipment

Add your equipment here. This can include John Deere as well as other types of equipment. Once added, your local dealer can assist with things like parts and maintenance needs for your John Deere equipment.

Serial Number*

No Serial Number

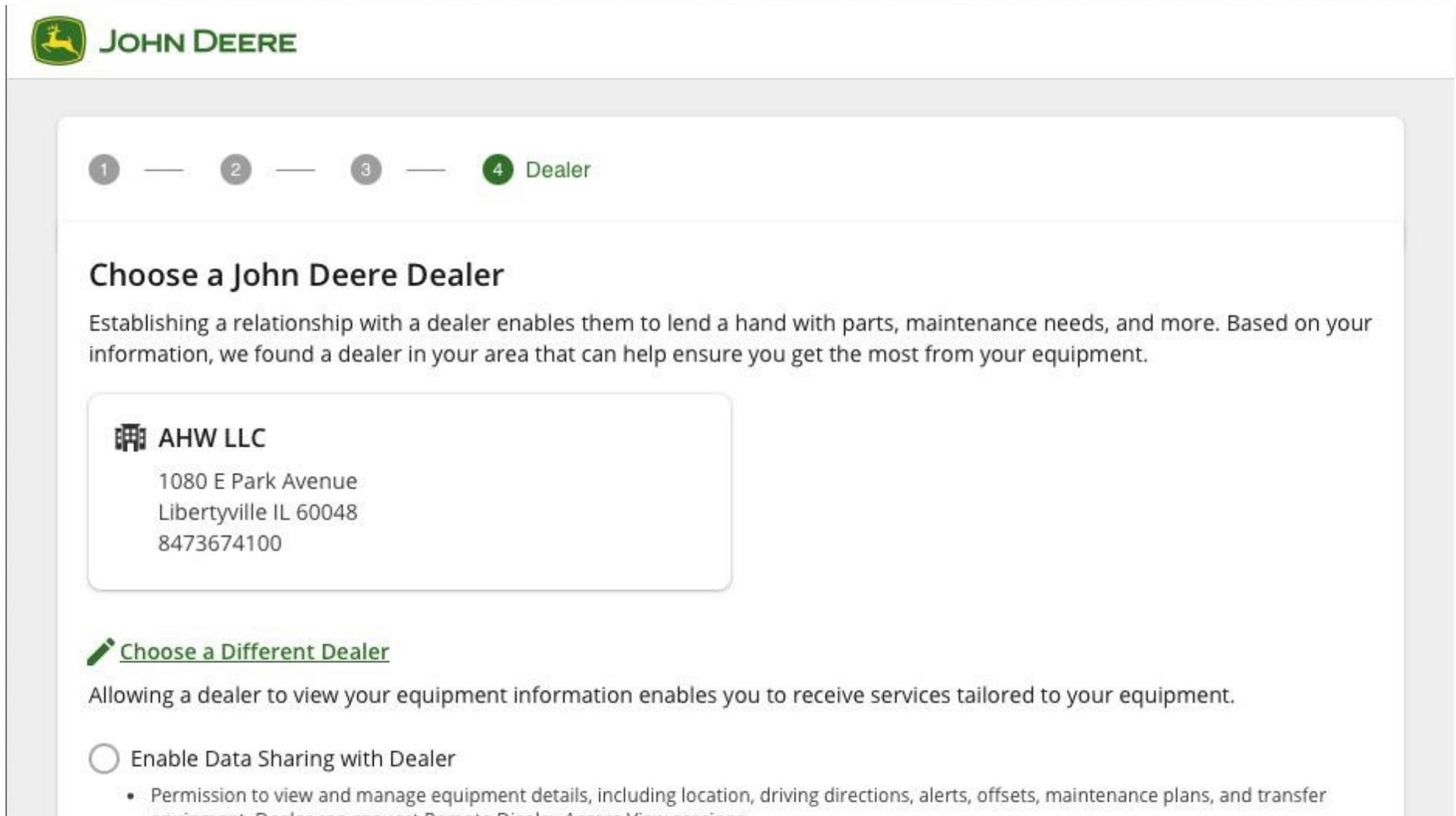
I do not have a serial number

Adding a serial number allows you to pair a modem and access equipment specific information.

Name*

Old Greenie

Connecting Deere's diverse product line required tailored approaches for each model, ensuring seamless interaction between equipment and digital systems.



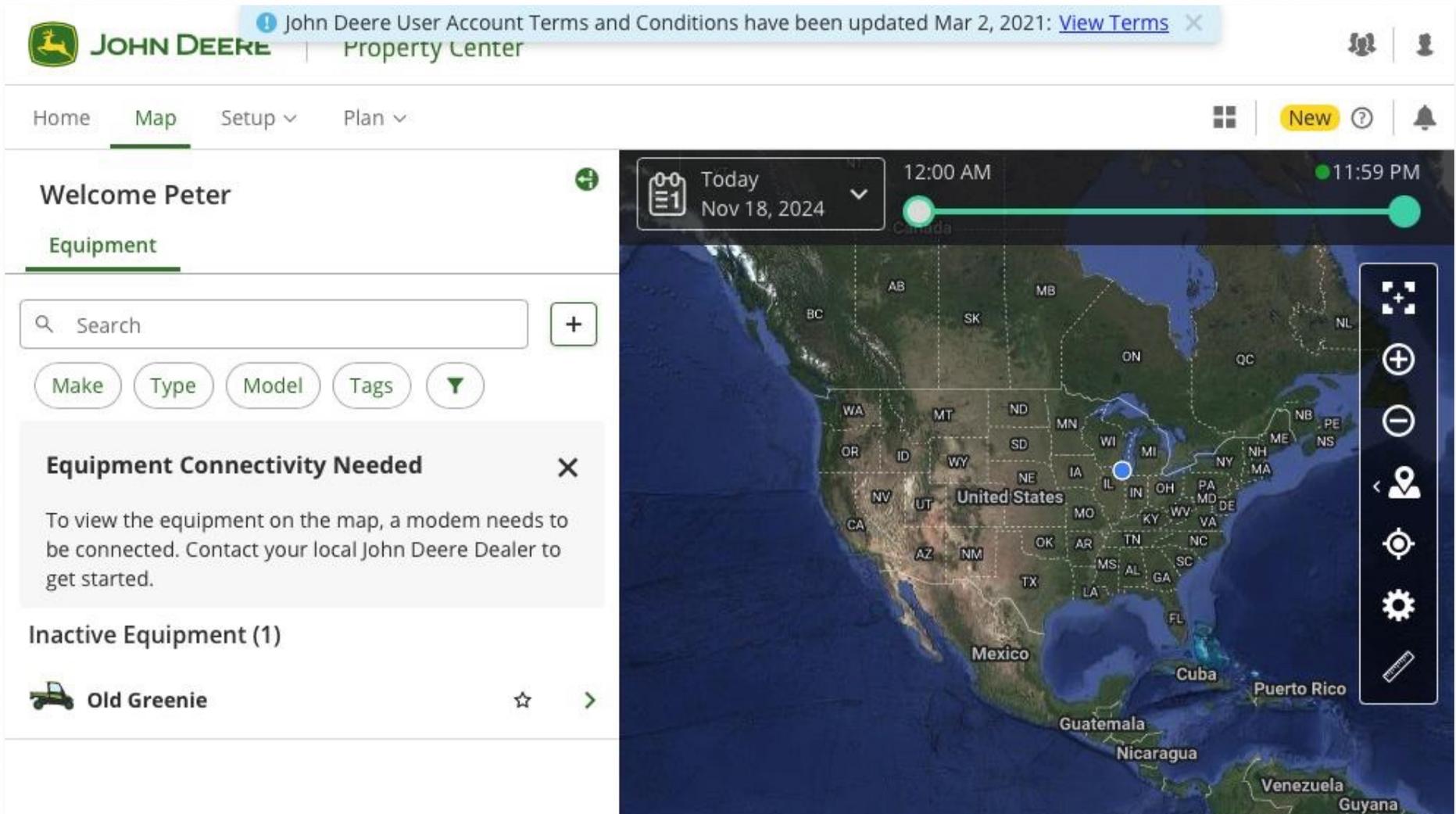
Dealer awareness was crucial for success. By fostering a duplex relationship, we ensured dealers were engaged and supportive of the new digital systems.



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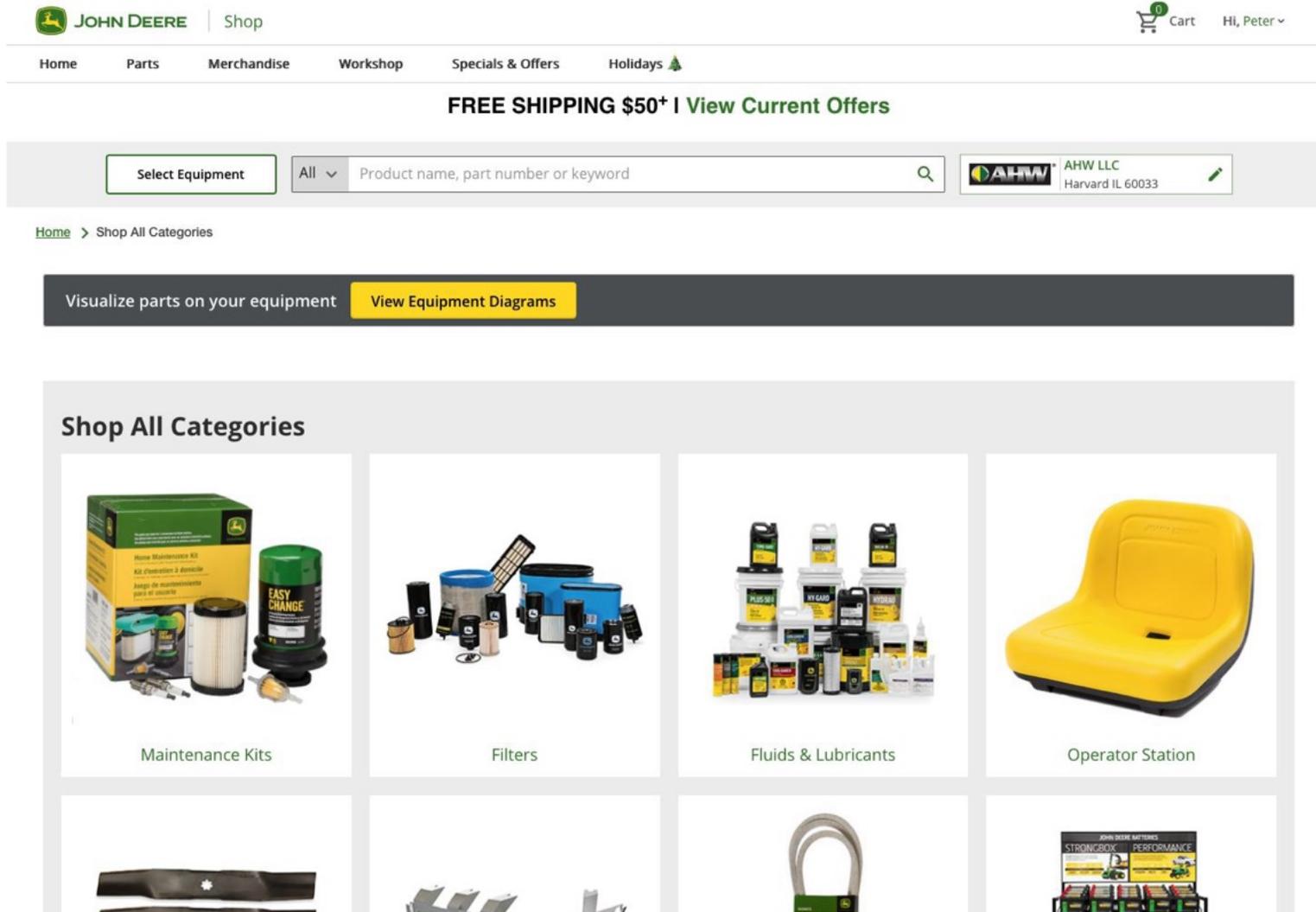
Integrated connected equipment into the production system, closing the loop and demonstrating the value of connectivity to operators.



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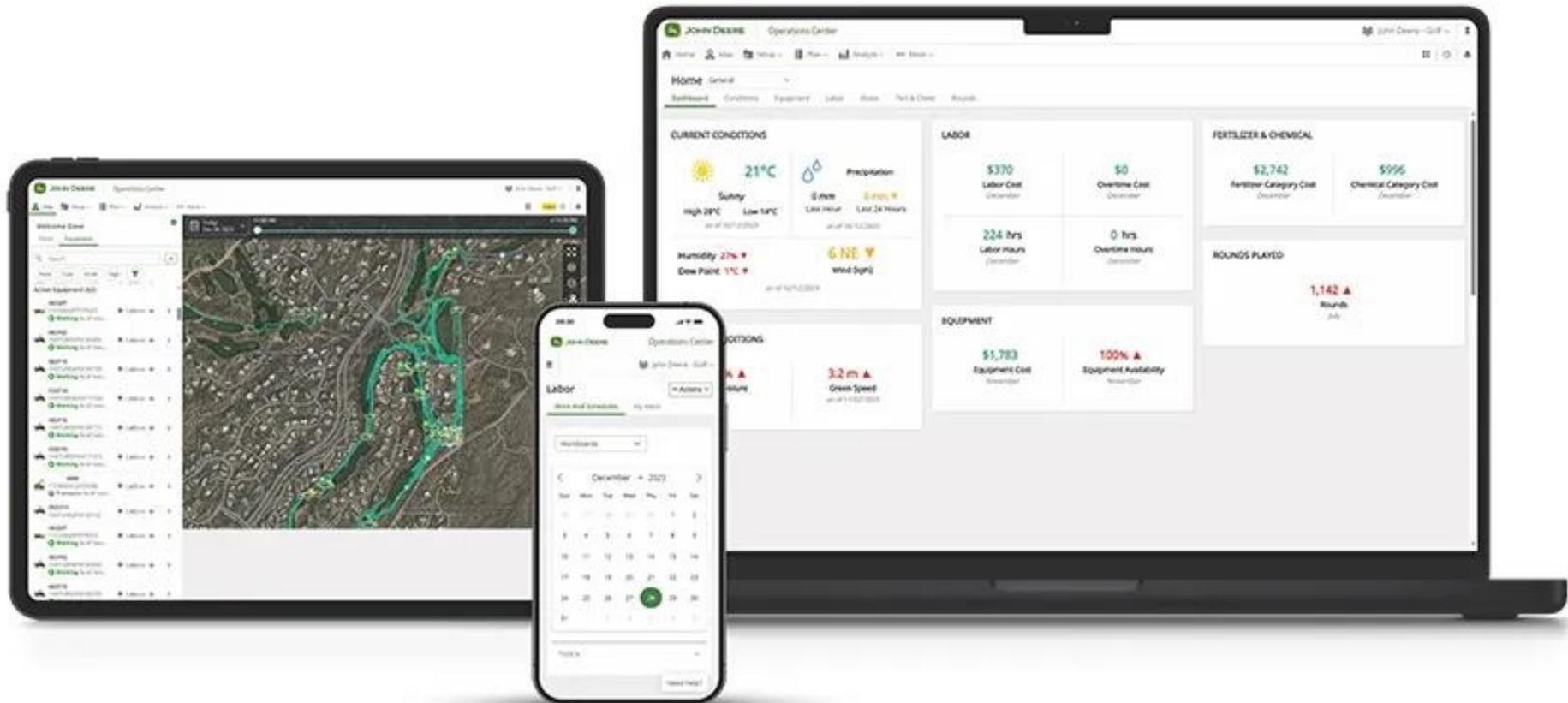
Streamlined the shopping and buying process, enabling customers to find and purchase products more efficiently, enhancing the overall experience.



John Deere & Company

Senior Lead UX: Digital Customer Experience

Peter Bartsch / Professional Portfolio



Replicated successful strategies across other production systems, ensuring scalability and continuous improvement in digital initiatives.



Lead UX

FourKites.com

🎯 **Role:** Redefined supply chain visibility by crafting intuitive, data-driven solutions. Partnered with stakeholders to enhance real-time tracking, making logistics operations smarter and more efficient.

🔑 **Challenge:** A fast-moving startup with teams in Chicago, customers across North America, and developers in Chennai.



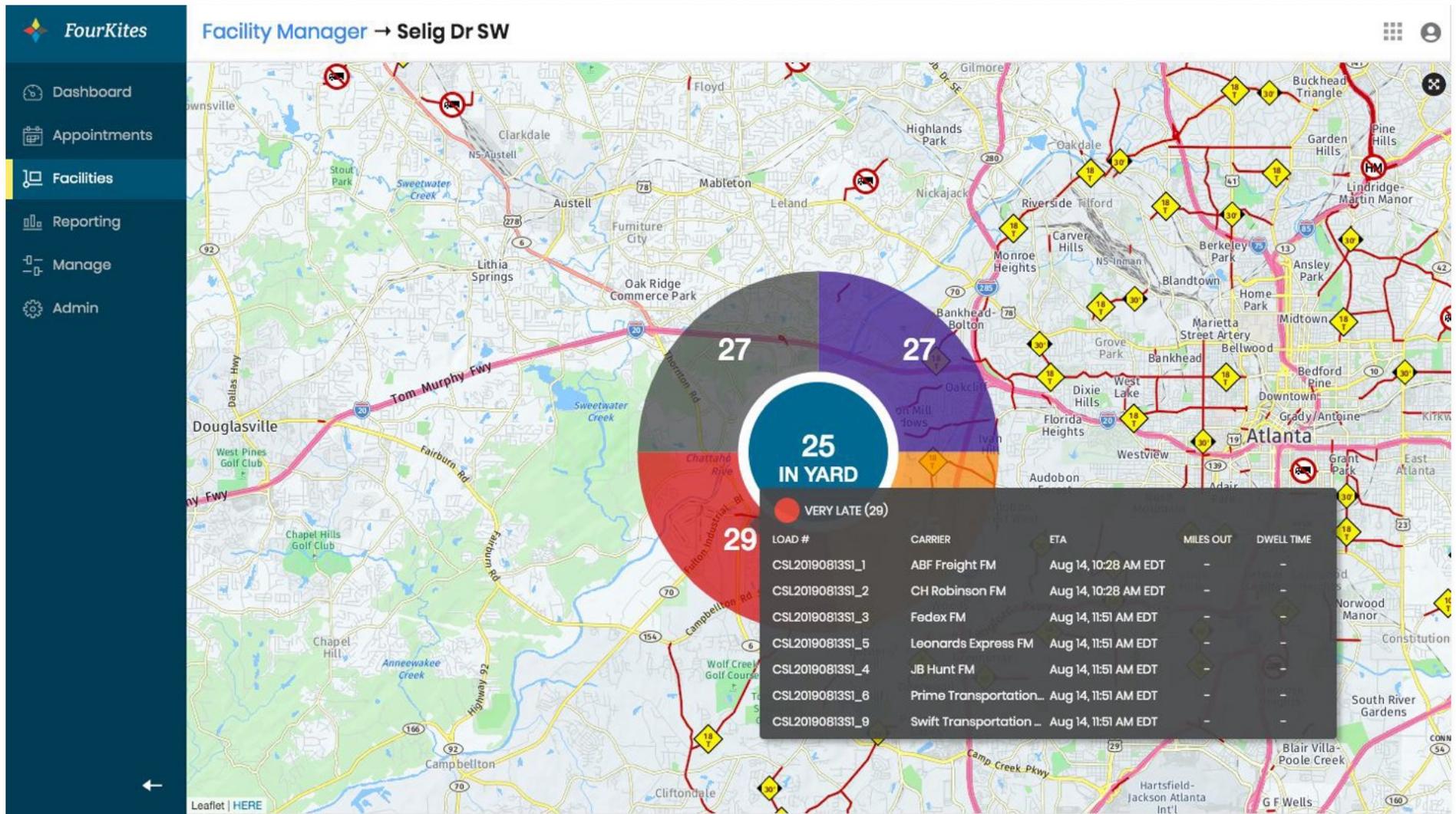
TOTAL LOADS: 156

DOCK OCCUPANCY



	LOCATION	SCAC	EQUIP #	REF #	DWELL	SHIPPING TYPE	DELIVERY TYPE	STATUS
↓	★ DOCK - 001	JBHT	1772412	1717724121	07:45	DRY	DROPHOOK	VERY LATE
↓	DOCK - 002	JBHT	1772412	T-47724195	01:07	REEFER	LIVE	LATE
↑	DOCK - 003	JBHT	1772412	T-47724195	01:07	REEFER	LIVE	LATE
↓	DOCK - 004	JBHT	1772412	T-47724195	01:07	REEFER	LIVE	LATE
↑	DOCK - 005	JBHT	1772412	T-47724195	01:07	REEFER	LIVE	LATE
↓	DOCK - 006	JBHT	1772412	T-47724195	01:07	REEFER	LIVE	ON TIME
↑	DOCK - 007	JBHT	1772412	T-47724195	01:07	REEFER	LIVE	ON TIME
↓	DOCK - 008	JBHT	1772412	T-47724195	01:07	DRY	LIVE	ON TIME
↑	DOCK - 009	JBHT	1772412	T-47724195	01:07	DRY	LIVE	ON TIME
↑	DOCK - 010	JBHT	1772412	T-47724195	01:07	DRY	LIVE	ON TIME
↑	DOCK - 011	JBHT	1772412	T-47724195	01:07	DRY	LIVE	ON TIME
↑	DOCK - 012	JBHT	1772412	T-47724195	01:07	DRY	DROPHOOK	ON TIME
↓	DOCK - 013	JBHT	1772412	T-47724195	01:07	DRY	LIVE	ON TIME
↑	DOCK - 014	JBHT	1772412	T-47724195	01:07	REEFER	LIVE	EARLY
↓	DOCK - 015	JBHT	1772412	T-47724195	01:07	REEFER	LIVE	EARLY

As the initial lead UX architect for this growing startup, I provided creative direction for both new product development and key sales and funding presentations.



Focused on increasing visibility across the entire logistics process, ensuring all stakeholders in the supply chain could access critical, real-time information.



Ocean Tracking Search All Loads

All Filters

Showing 10 from total 83872 results

ETA Want Date Sort by Port of Loading

APL412345678-AX45H2SSA
11/24/2019 11:00 PST
17h 30m On Time

Port of Loading ORIGINAL ETD
10/27/18 - 12:30 EDT
10/27/18 - 12:30 EDT

Port of Discharge ORIGINAL ETA
10/29/18 - 9:00 CEST
10/29/18 - 9:00 CEST

Pickup Port of Loading Transhipment Port Port of Discharge Delivery

SHIPPER ABC Shipper International VESSEL NAME Kimikomo
CARRIER Supper Logistics HK CONTAINER NO. AX45 HS2 SA CREATED ON 01/27/2019 11:02 AM CEST

STATUS
Departed Transhipment Port
LATEST EVENT
Latest Event Goes Here
10/12/2018 04:22
Tag 2 Tag 1

APL412345678-AX45H2SSA
11/24/2019 11:00 PST
17h 30m On Time

Port of Loading ORIGINAL ETD
10/27/18 - 12:30 EDT
10/27/18 - 12:30 EDT

Port of Discharge ORIGINAL ETA
10/29/18 - 9:00 CEST
10/29/18 - 9:00 CEST

Pickup Port of Loading Transhipment Port Port of Discharge Delivery

SHIPPER ABC Shipper International VESSEL NAME Kimikomo
CARRIER Supper Logistics HK CONTAINER NO. AX45 HS2 SA CREATED ON 01/27/2019 11:02 AM CEST

STATUS
At Transhipment Port
LATEST EVENT
Latest Event Goes Here
10/12/2018 04:22
Tag 2 Tag 1 +2 Tags Add / Remove Tags

APL412345678-AX45H2SSA
11/24/2019 11:00 PST
17h 30m Late

Port of Loading ORIGINAL ETD
10/27/18 - 12:30 EDT
10/27/18 - 12:30 EDT

Port of Discharge ORIGINAL ETA
10/29/18 - 9:00 CEST
10/29/18 - 9:00 CEST

Pickup Port of Loading Port of Discharge Delivery

SHIPPER ABC Shipper International VESSEL NAME Kimikomo
CARRIER Supper Logistics HK CONTAINER NO. AX45 HS2 SA CREATED ON 01/27/2019 11:02 AM CEST

STATUS
Arrived at Port of Loading
LATEST EVENT
Latest Event Goes Here
10/12/2018 04:22
Tag 1

APL412345678-AX45H2SSA
11/24/2019 11:00 PST
17h 30m Early

Port of Loading ORIGINAL ETD
10/27/18 - 12:30 EDT
10/27/18 - 12:30 EDT

Port of Discharge ORIGINAL ETA
10/29/18 - 9:00 CEST
10/29/18 - 9:00 CEST

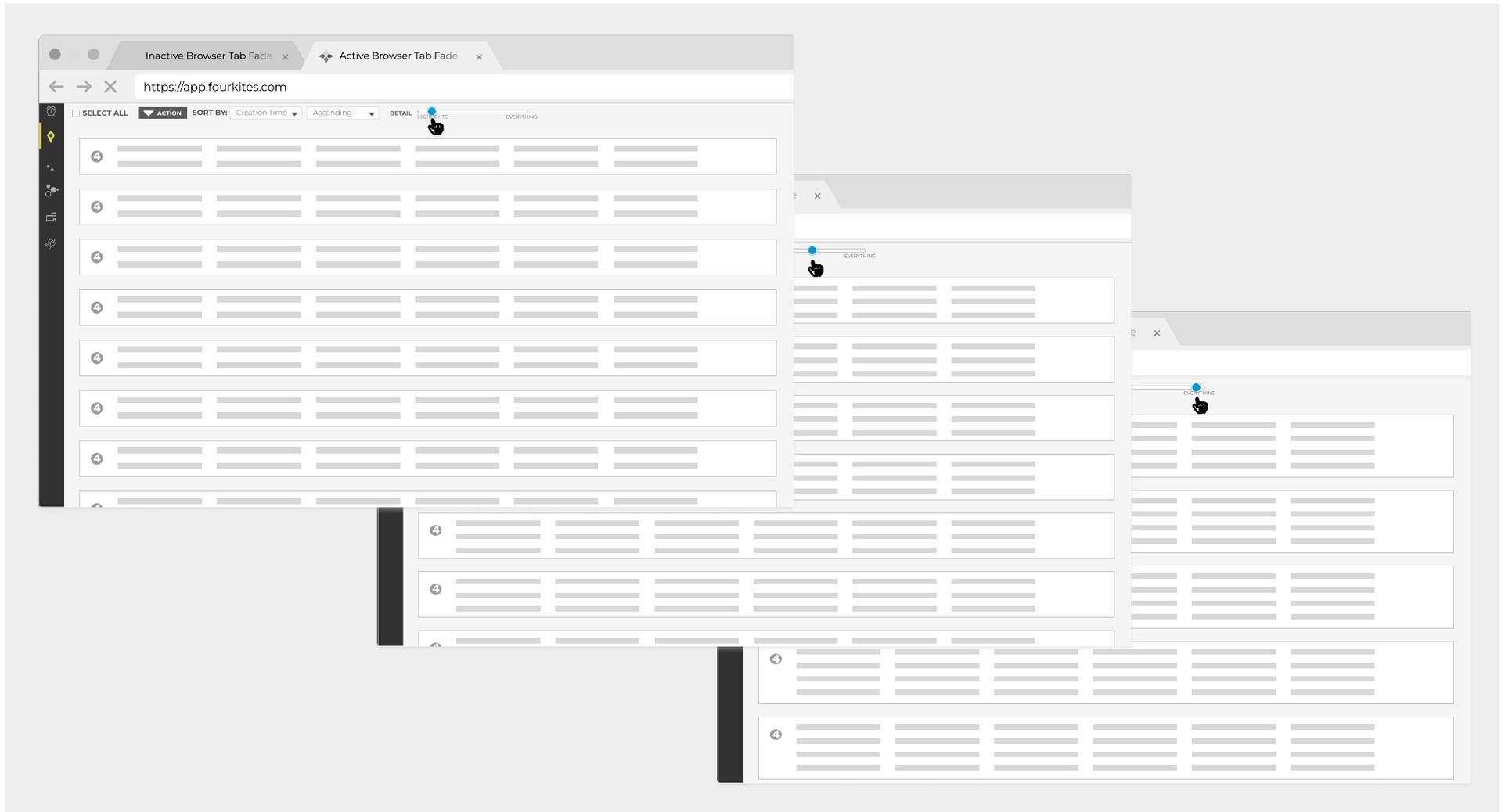
Pickup Port of Loading Transhipment Port Port of Discharge Delivery

SHIPPER ABC Shipper International VESSEL NAME Kimikomo
CARRIER Supper Logistics HK CONTAINER NO. AX45 HS2 SA CREATED ON 01/27/2019 11:02 AM CEST

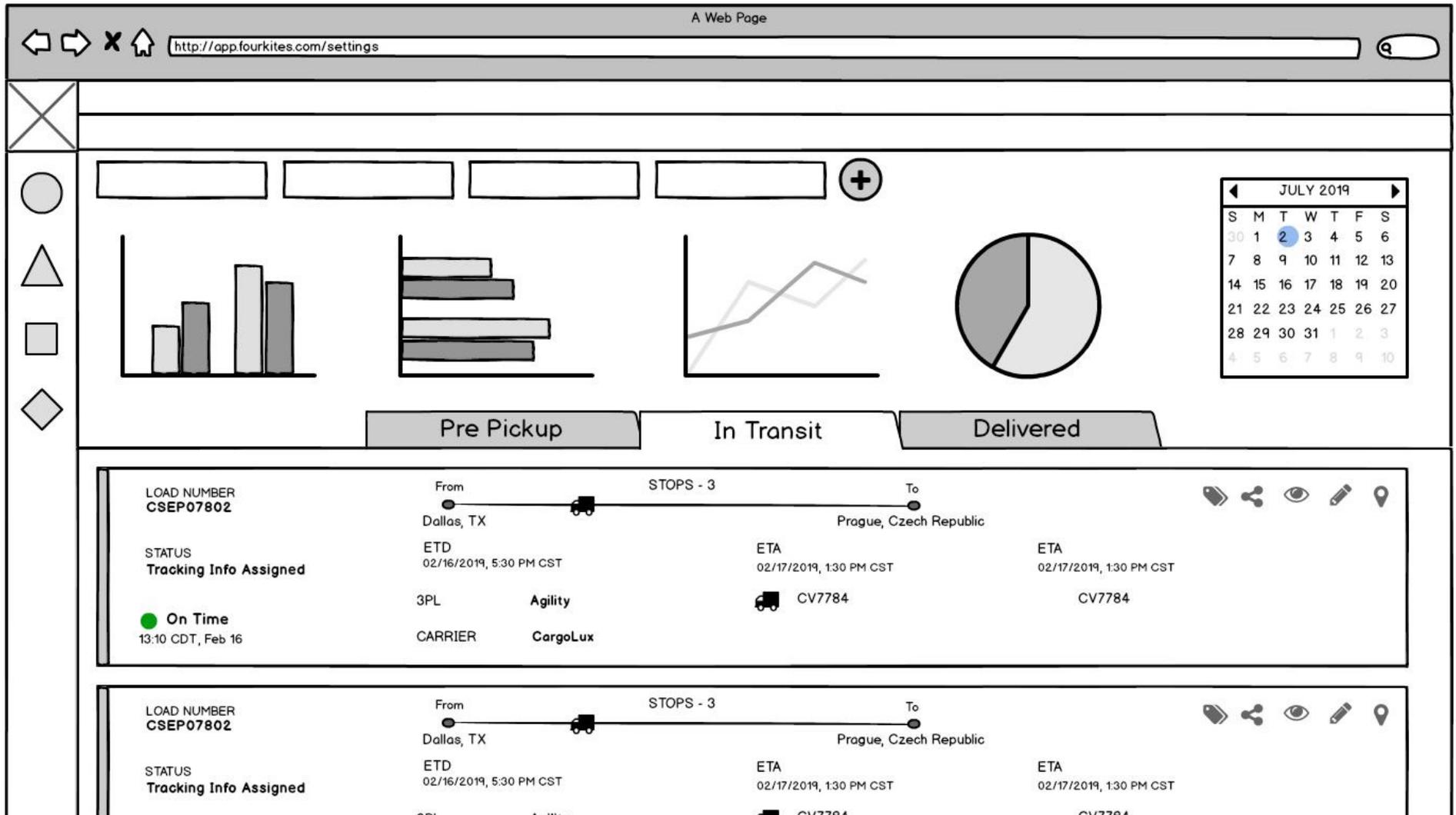
STATUS
Departed Port of Loading
LATEST EVENT
Latest Event Goes Here
10/12/2018 04:22
Tag 2 Tag 1 +2 Tags

© 2018 FourKites, Inc. 1 299

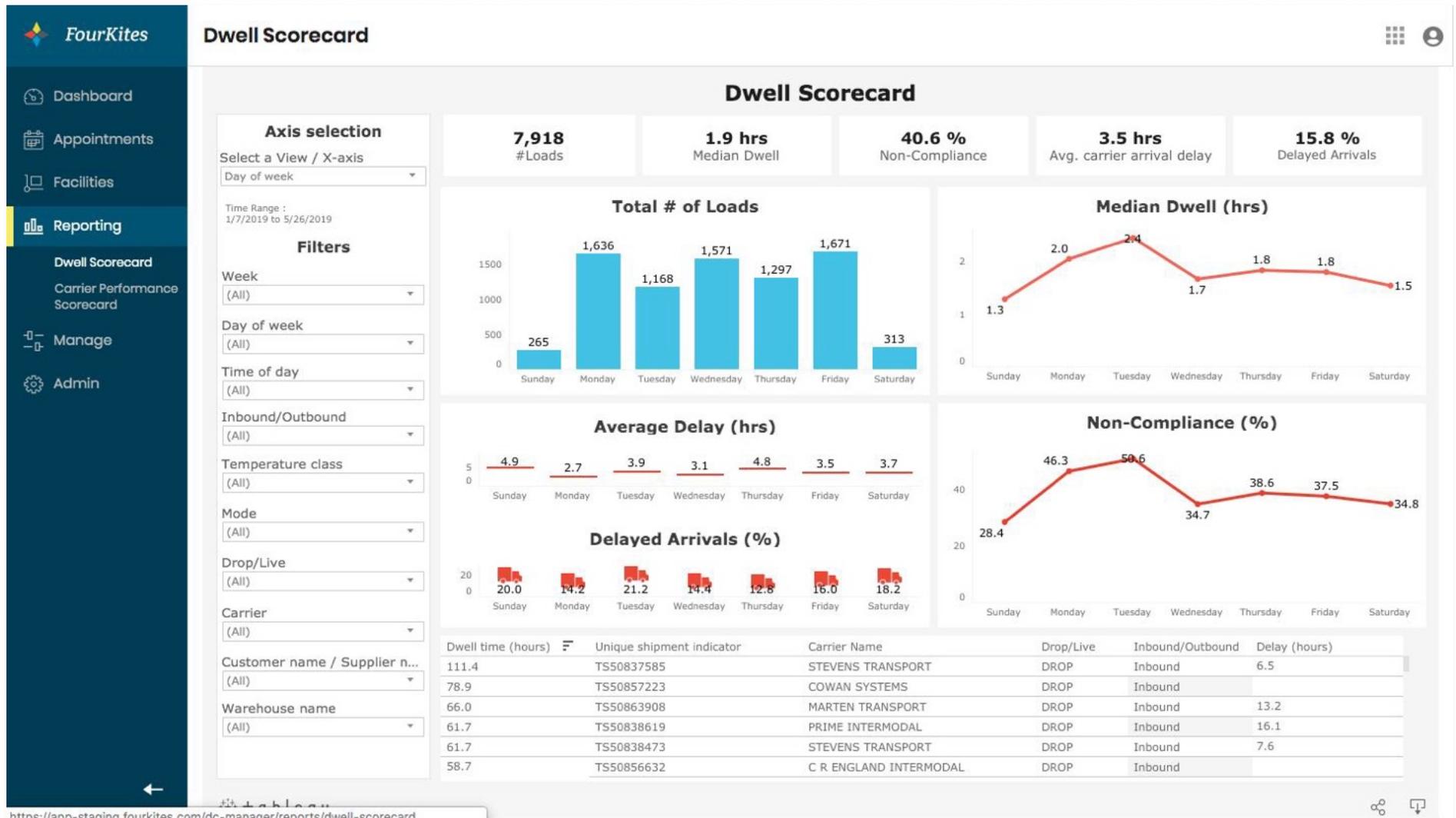
Multimodal logistics is data-heavy, requiring thoughtful presentation to manage and convey vast amounts of information effectively.



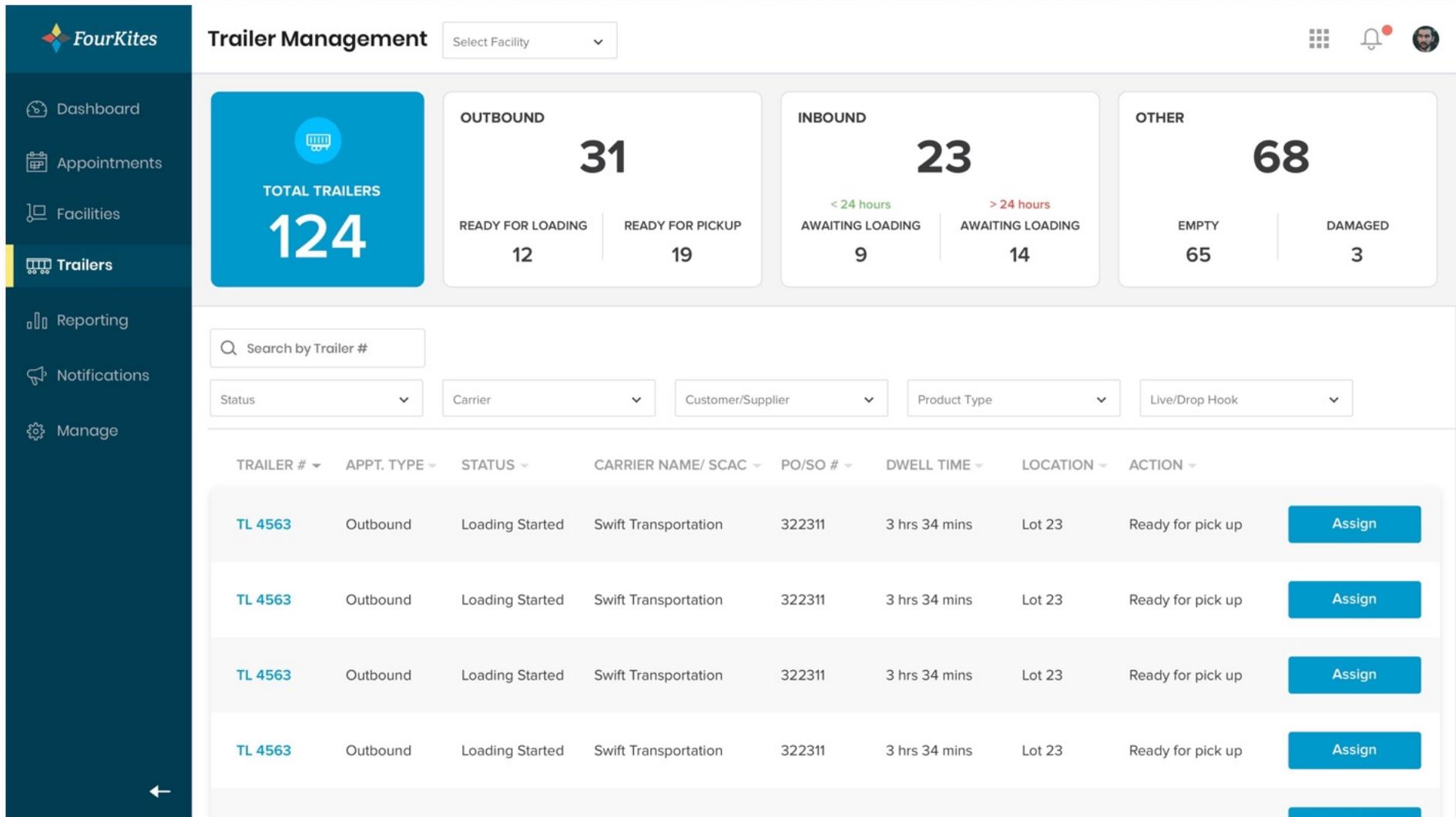
This data density challenge was tackled by exploring various ways to display data clearly without overwhelming the user.



Collaborated closely with stakeholders to understand their specific needs and tailored the user experience accordingly.



Integrated their insights quickly into our design system, ensuring rapid iteration and alignment with stakeholder requirements.



The screenshot displays the 'Trailer Management' dashboard. On the left is a dark blue sidebar with navigation options: Dashboard, Appointments, Facilities, Trailers (highlighted), Reporting, Notifications, and Manage. The main content area features a 'Trailer Management' header with a 'Select Facility' dropdown. Below this are three summary cards: 'TOTAL TRAILERS' (124), 'OUTBOUND' (31), and 'INBOUND' (23). The 'OUTBOUND' card is further divided into 'READY FOR LOADING' (12) and 'READY FOR PICKUP' (19). The 'INBOUND' card is divided into '< 24 hours AWAITING LOADING' (9) and '> 24 hours AWAITING LOADING' (14). A third card, 'OTHER', shows 'EMPTY' (65) and 'DAMAGED' (3). Below the summary cards is a search bar for 'Trailer #' and several filter dropdowns for Status, Carrier, Customer/Supplier, Product Type, and Live/Drop Hook. At the bottom is a table with columns for Trailer #, Appt. Type, Status, Carrier Name/SCAC, PO/SO #, Dwell Time, Location, and Action. The table contains four rows, all for trailer TL 4563, with an 'Assign' button in the Action column for each row.

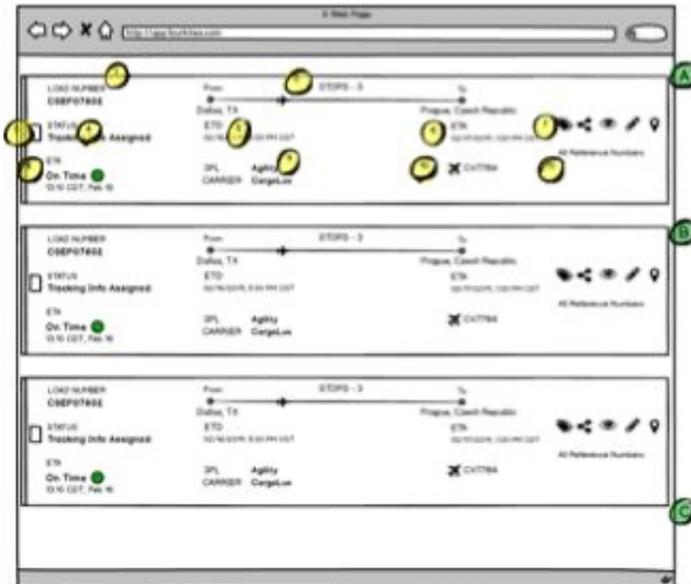
Our solutions brought new utility, saving both time and money while improving operational efficiency.



A screenshot of a software interface showing a "Pending Tasks" table. The table has columns for "Task Name", "Status", "Priority", "Due Date", "Assignee", and "Comments". Below the table, there are sections for "In Progress Tasks" and "Completed Tasks", each with similar columns. The interface has a dark blue sidebar on the left.



A large screenshot of a software interface showing a complex dashboard. It features multiple data tables, charts, and a sidebar on the left. The interface is highly detailed with various colored bars and text elements.

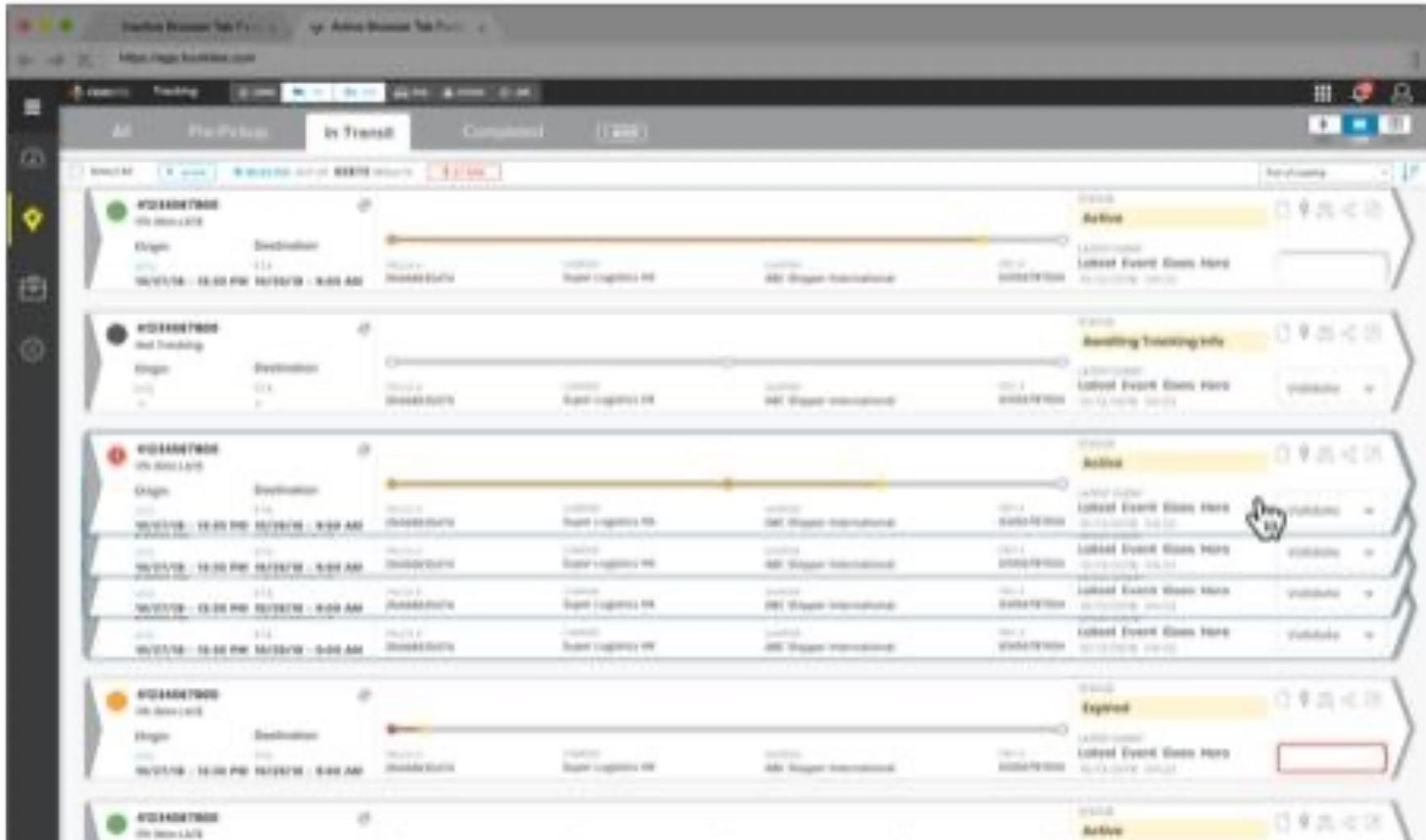


A screenshot of a software interface showing a "Task Details" dialog box. The dialog box has fields for "Name", "Location", and "Priority". There are also "Cancel" and "Submit" buttons at the bottom. The background shows a table of tasks.

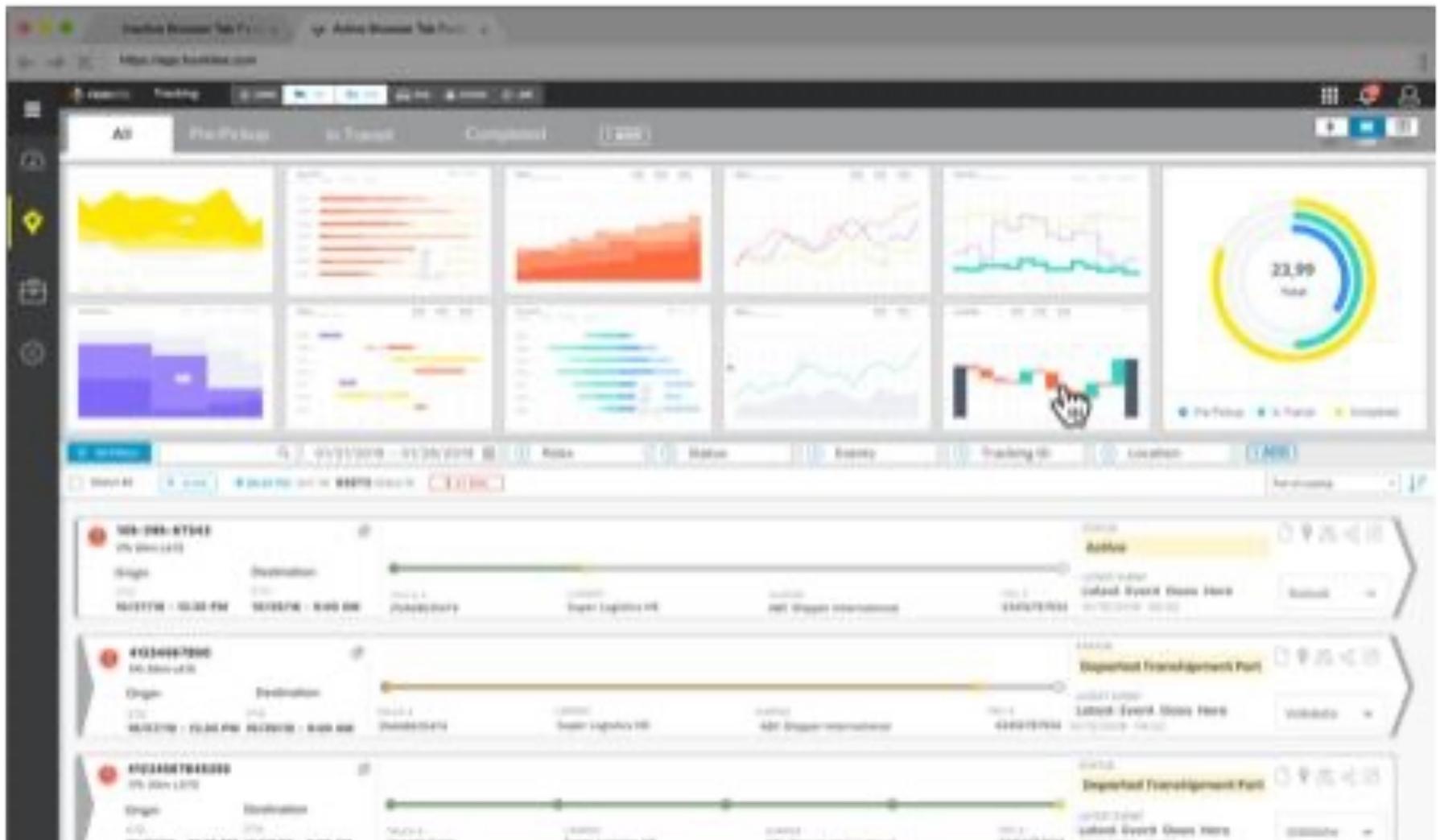
Continued refining the user experience based on stakeholder feedback and usage analytics iterating quickly to improve the solution's functionality.



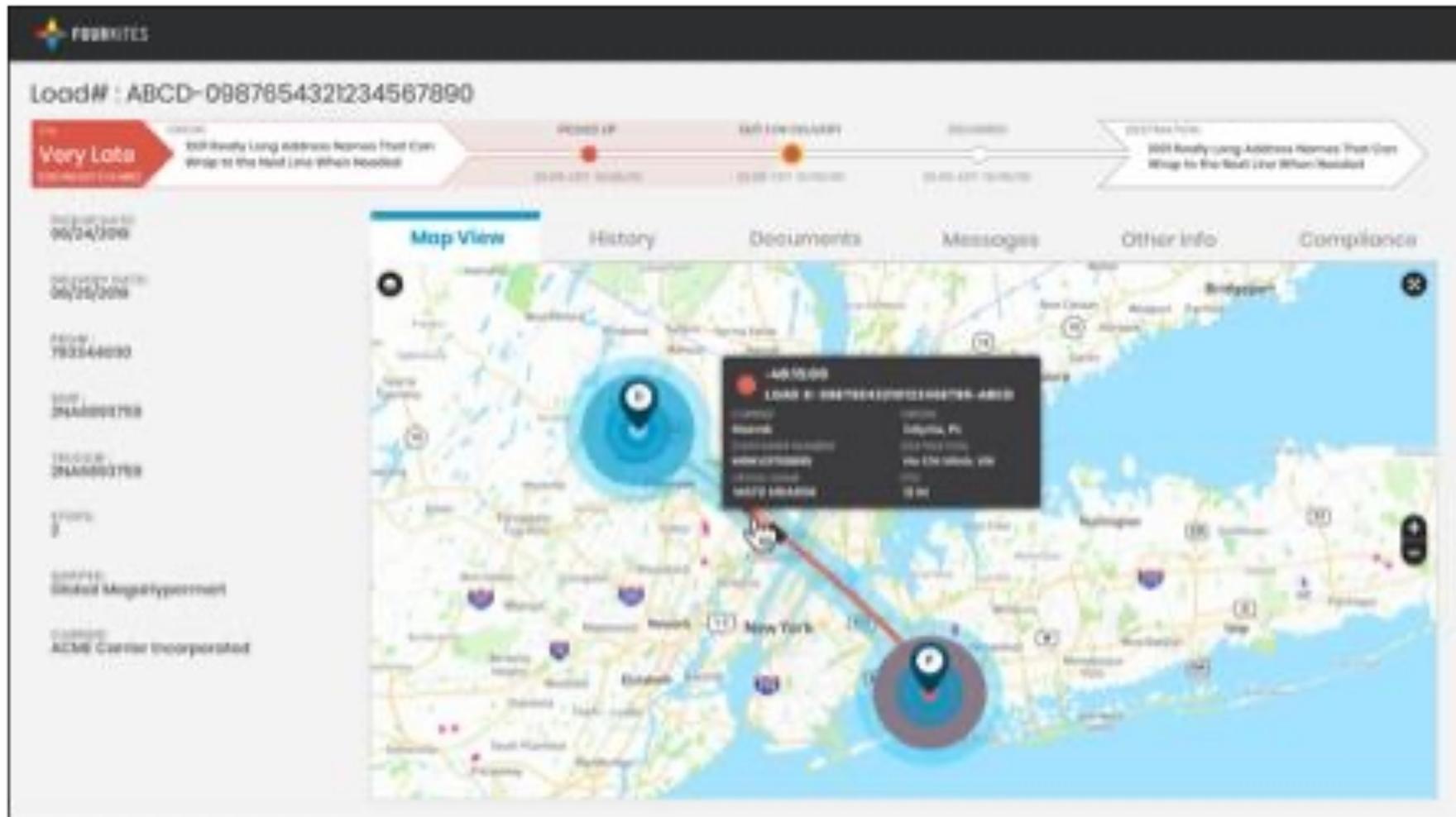
Designed interfaces to display critical data such as temperature and route information for refrigerated cargo, ensuring timely interventions.



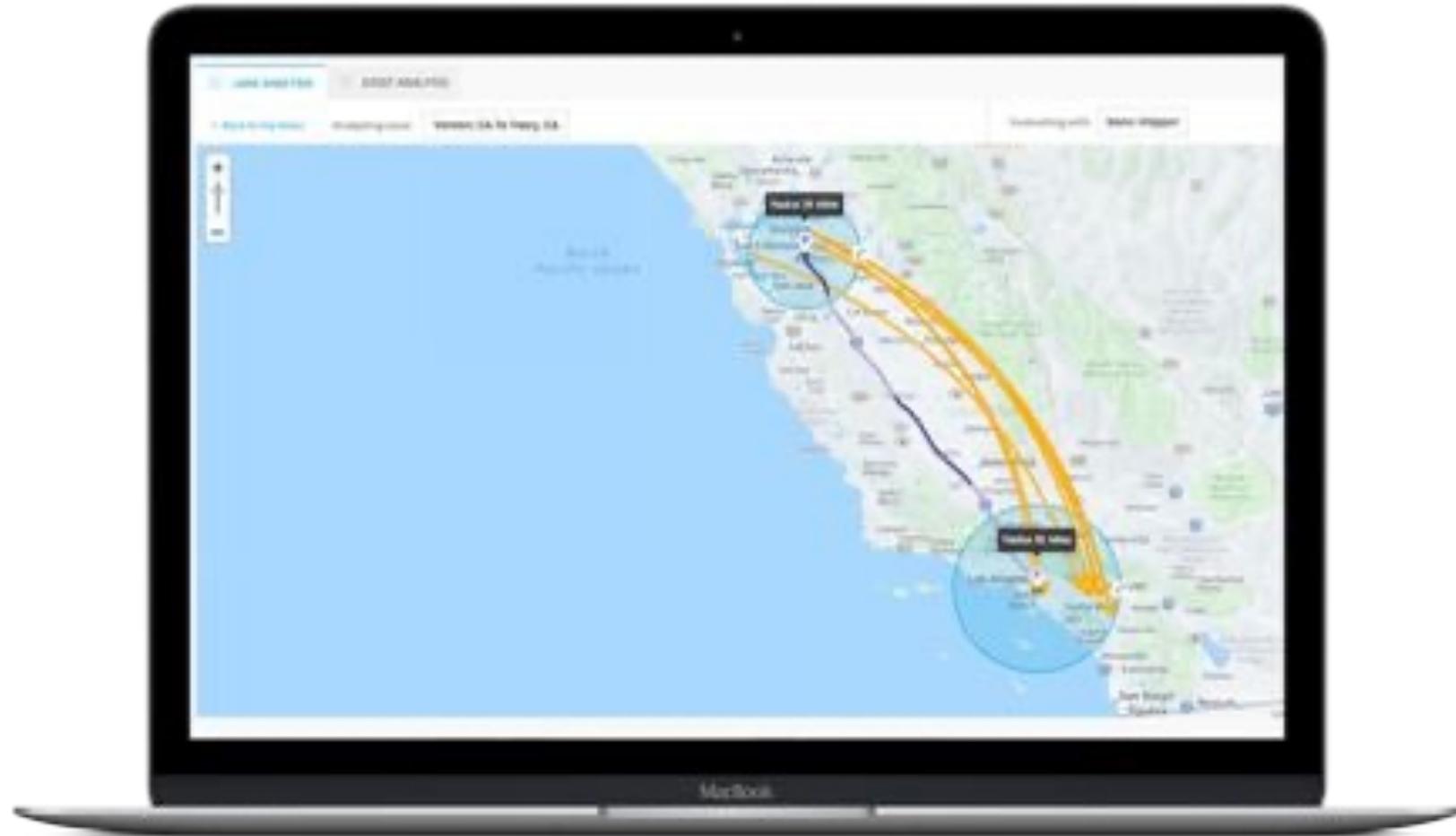
Implemented “Manage by Exception” workflows, where at fleet scale, if a delivery is delayed, the focus shifts to how many others are late and how that compares to historical data.



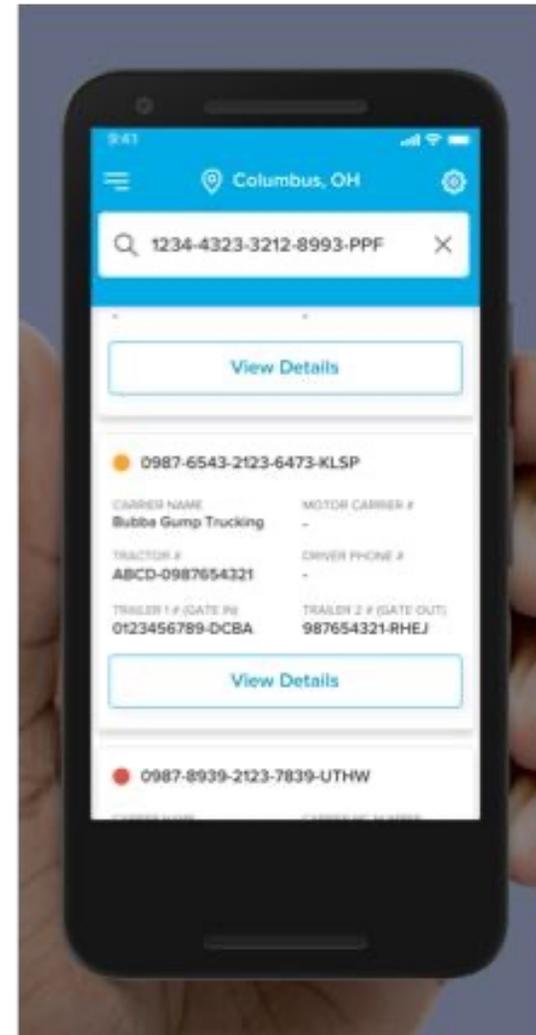
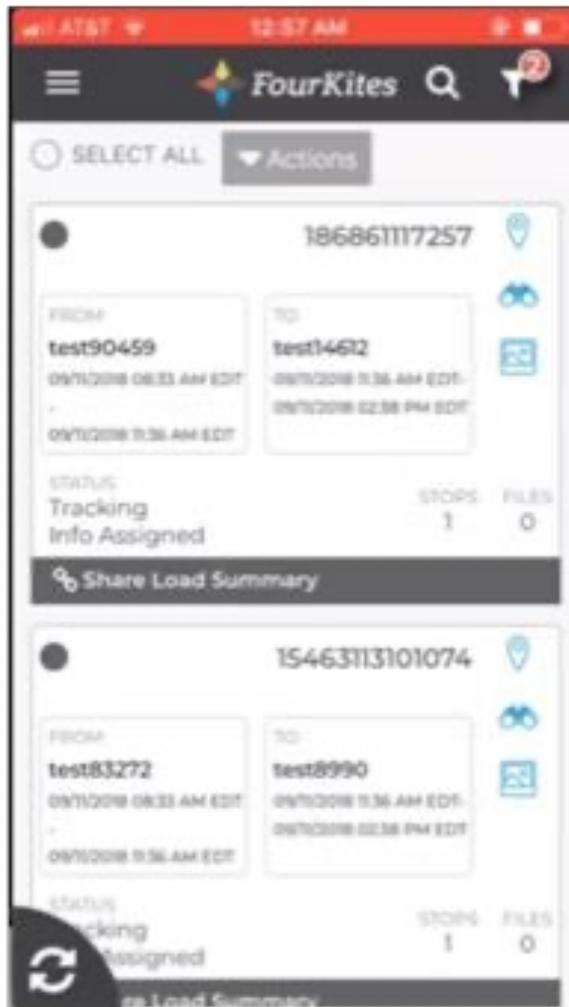
Created custom KPI dashboards tailored to different transport modes and cargo types, providing stakeholders with essential insights for decision-making.



Addressed key logistical challenges such as dryage and last-mile delivery by optimizing workflows and visualizations for improved decision-making.



Helped enterprises find efficiencies by enabling the sharing of supply routing data, fostering collaboration and reducing redundancy in logistics.



Developed tools across both web and mobile platforms to ensure accessibility and real-time tracking for all users, no matter their location.



Management Consultant: Agile + UX

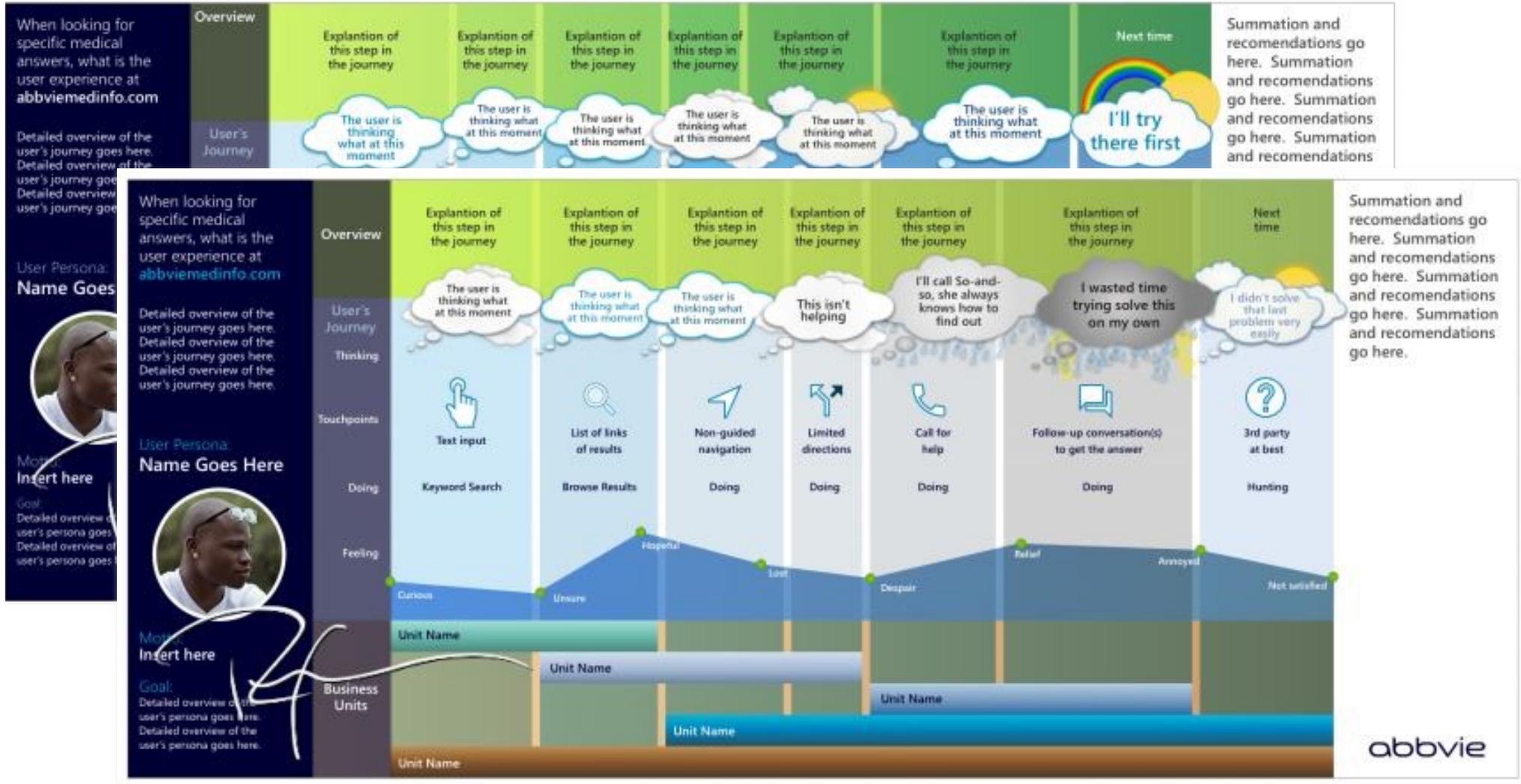
Maven Wave Partners

 **Role:** Designed enterprise-grade UX solutions that enabled businesses to scale. Developed frameworks bridging business needs with technical execution, driving user-first digital transformations.

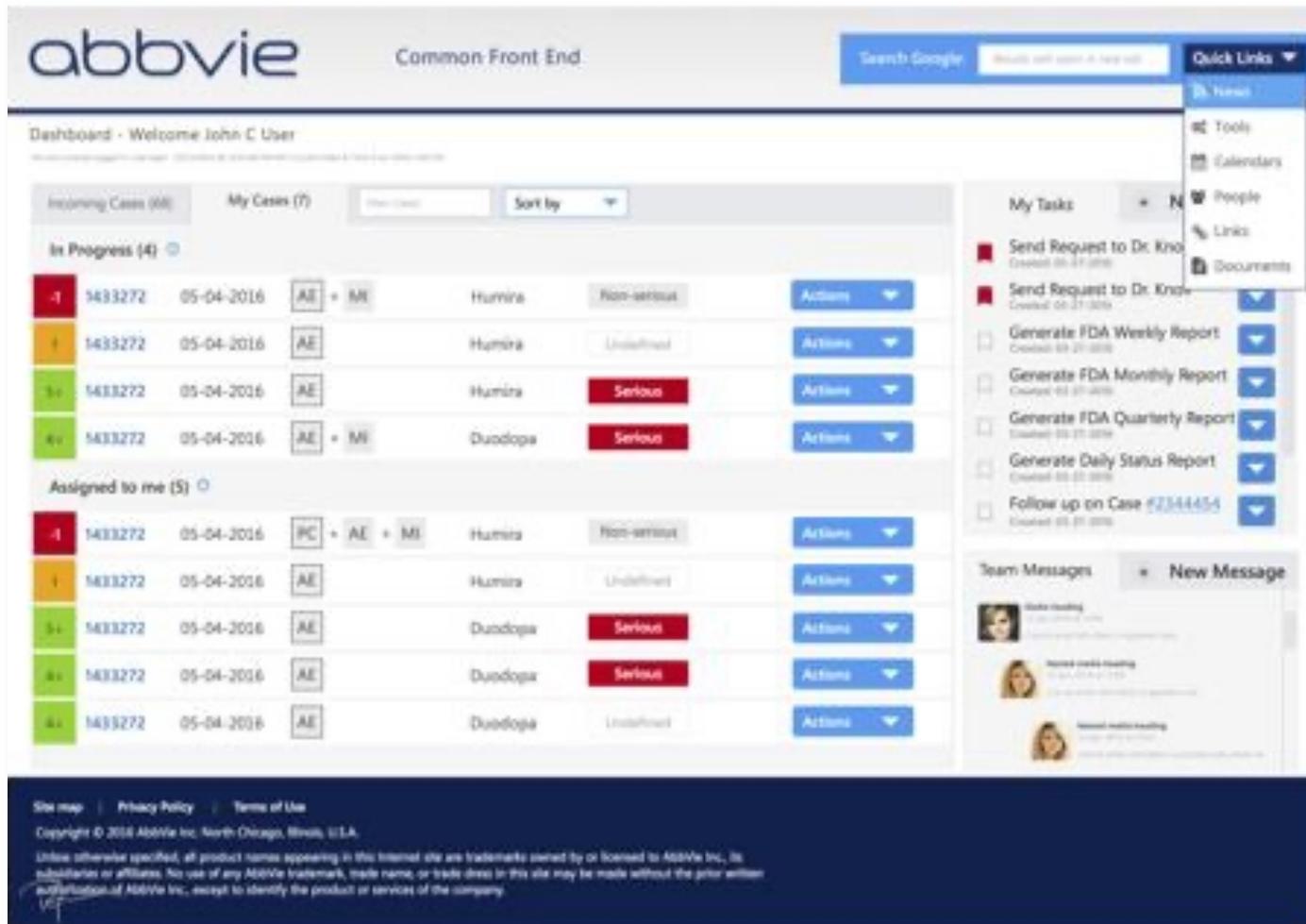
 **Challenge:** Balancing a “land and expand” consultancy model while simultaneously supporting in-flight production with new methodologies.

The screenshot displays the Abbvie Common Front End dashboard. At the top left is the Abbvie logo, and to its right is the text "Common Front End". A user profile icon is in the top right corner. Below the header is a "Dashboard" section with a "My Cases" dropdown menu. The main area is divided into four columns representing different case statuses: "To Do (18)", "In Progress (18)", "Ready (18)", and "Recently Submitted (18)". Each column contains three identical case cards. Each card features the ID "1433272", the text "Product Name, Product Name", a "DAYS OPEN 5" indicator, a "Non-serious" label, and a set of status filters (OT, PC, MI, AE). A vertical sidebar on the right contains navigation options: "Incoming Cases", "My Tasks", and "Search". At the bottom left, there is a link for "All Cases".

As a management consultant specializing in Agile + UX, I created tailored UX artifacts for various clients, using them to foster communication and improve workflows.



Mapped user journeys—including both happy and sad paths—to uncover pain points and opportunities for improvement.



Built interactive prototypes to socialize and validate new solutions, ensuring stakeholder alignment.



Heavily Burdened Proactives

Wanda Williams - 33

- Average Age: **32 (range 25-39)**
- Gender: **54% Female**
- Demographic: **62% Minority**
- Chronic Members: **10%**

Sentiment

"I have recently been diagnosed with a chronic condition for which I am taking a lot of pills. It is very difficult for me to keep track of all the medications. I would like as much help as possible and frequently seek information."

Rx Usage

Avg. # of Prescriptions:

6.6

Avg. # of Chronic Conditions:

3.4

PBM Engagement



- 59%** Ready to share personal info
- 65%** Believe drug safety info is important
- 62%** Believe their PBM cares about them
- 50%** Currently use mail order pharmacy
- 60%** Believe drug overviews are important

Defining Conditions

26%
Asthma

24%
High Blood Pressure

22%
Diabetes

20%
Specialty Pharmacy Conditions

Helped teams developed personas to keep the end user at the center of decision-making throughout the design process.

myCatamaranRX | Stay well ahead | catamaran

WELCOME OWEN MEANY, YOU ARE LOGGED IN AS:
YOU ARE HERE: Rx Dashboard

Alerts (Dismiss)

- Jan 12 2013 Dr. Jason Smith (Cardiologist) prescribed Medformin 150MG which can lead to serious side effects when taken with Synthroid which you currently take. [Click here to resolve](#)
- Jan 12 2013 Friendly Reminder: You have no more refills left on for Synthroid and will run out in 15 days. [Click here to resolve](#)
- Jan 12 2013 New Prescription Received from Dr. Dunmore for manage your sugar levels. You could save \$50 dollars by switching. [Click here for more information](#)

Current Medications

RX9817239	GLYBURIDE TAB 5MG	Prescribed By	Dr. Jason Smith	\$18.36 Total Savings to Date
What to do	Take 1 Tablet every morning after breakfast	Prescribed On	Jan 12 2013	
What it does:	Helps contain blood sugar levels	Refills	4 Remaining	Best Value at
Medication Details	This medicine is a sulfonylurea antidiabetic medicine. It works by causing the	Pharmacy	Walgreens	
		Medication Intake History		Walgreens Pharmacy 12381 Roselle Road

Stay Healthy (View All) (Manage)

- Diabetes:** 15 easy steps to manage your Sugar Levels
Diabetes can seem complicated and overwhelming, full of charts and devices and concerned-looking medical professionals. (Read More)
- Diabetes:** Why Is My Blood Glucose Sometimes Low after Physical Activity
Low blood glucose is defined as a blood glucose level below 70 mg/dl if your meter... (Read More)
- Diabetes:** Common Questions About Blood Sugar
If you control your blood sugar by diet and exercise only, this once-a-day test might ... (Read More)

Support (Manage)

- Friends** (Manage)
- Groups**
 - Asthma** 3 New
 - Kids with Asthma
 - Fluticasone Discussions
 - Diabetes**
 - Diet & Nutrition
 - Medformin Side effects
 - Depression** 1 New
 - Coping with Depression
 - 40 is the new 30

Care Team (Manage)

- Dr. Smith, Jason
Primary Care Physician
(541) 253 9856
636 Hiltop Dr.
Walpole MA 02021
Directions
[Appointment through ZocDoc](#)
- Dr. Seyfert, Karl
Cardiologist
- Dr. Dunmore, Andy
OBGYN

Looking for a Doctor

Find a doctor with the Catamaran Physician Directory and get information including the physician's education/training, practice ...

[Visit ZocDoc.com to Find a Doctor](#)

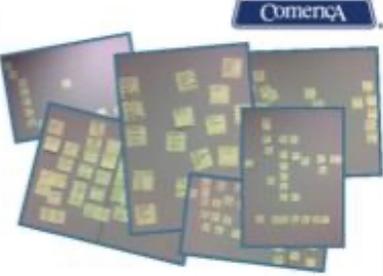
Simplified complex tasks, making workflows more intuitive and efficient for users.

Comerça TMC Notebook - UX Sprint Zero

Card Sorting / Methodology & Notes

Game Plan

1. "Open Sort" style
2. Groups place notes in logical order
3. Each group presents
4. Open discussion
5. Consensus (and spikes if needed)



The Sessions

Two sessions were held with Comerça employees with subject matter expertise. In each session the participants were given the empty notes of creating a homepage navigation they would want to be presented with upon logging into the TMC Web. Each session was broken into smaller groups, where they worked within the group to create the navigation with sticky notes on the wall. They then presented their work, and explained the reasoning behind how they had set it up.

Session 01

The first session broke into three groups, and was primarily focused from product and user, and as such, the groups had a more "to my clients pain" point of view. They naturally paid less attention to way finding and hierarchy and more attention to features that are not at parity with the market, or do not currently exist. Still the emphasis they put on different solutions informs the final information architecture.

Session 01 / Group A



"Easy to find and quick entry"

Session 01 / Group B



"Streamline reporting at the fact"

Session 01 / Group C



"State of services available in one place"

Session 02

The second session was populated from a more diverse point, and all three groups paid more attention to the actual navigation and information architecture of the first page post login.

Session 02 / Group A



"All in one platform"

Session 02 / Group B

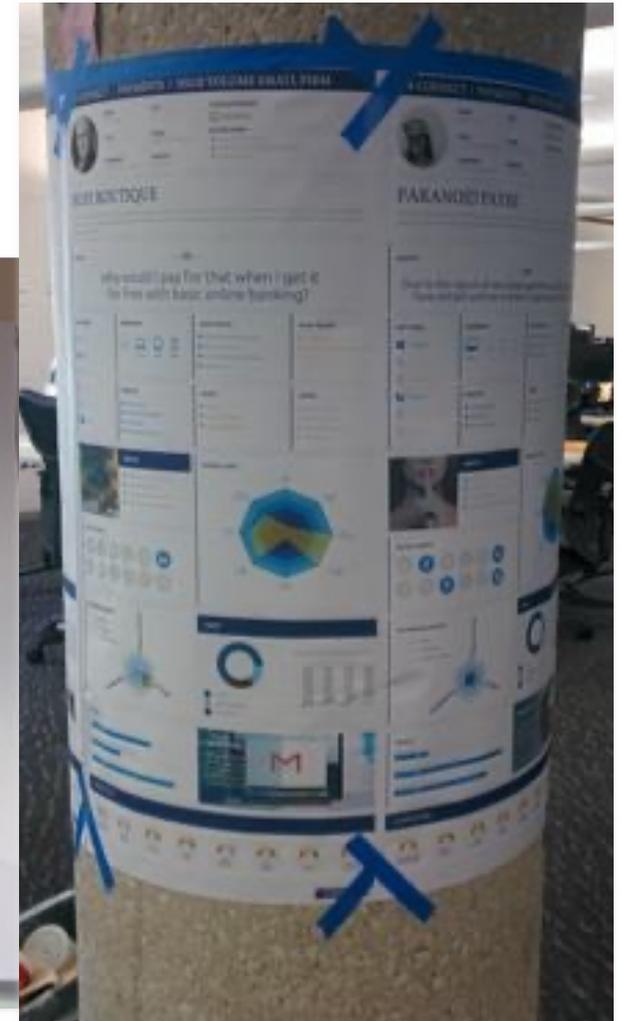
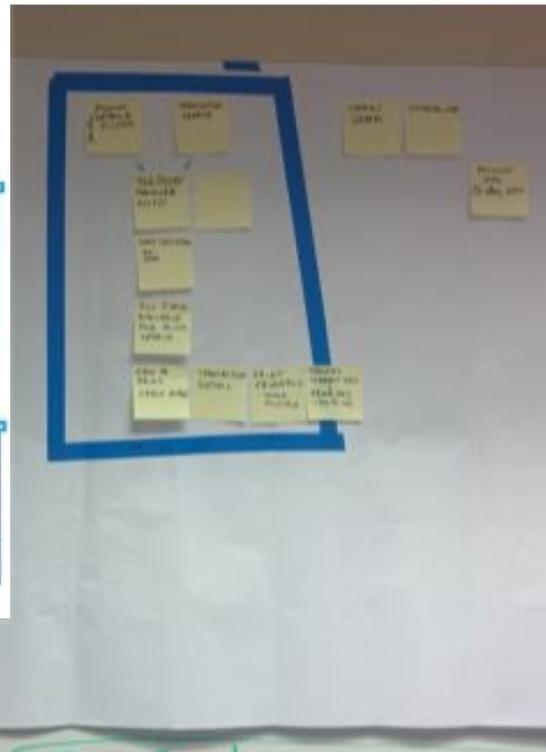


"One-Click Navigation"

Session 02 / Group C



"Organize the page with steps"



Engaged all stakeholders early in the process, ensuring alignment from the start.

The screenshot displays the user interface of the Comerica Business Connect portal. At the top, a navigation bar includes the user's name 'GOOD AFTERNOON JOHN', a 'LOGOUT' button, and links to 'COMERICA.COM', 'ABOUT', and 'CONTACT US'. Below this, a status bar indicates the user is logged in, with 'Last Log In: 05/20/2015 @ 10:21:06 AM' and 'Current Date & Time: 05/20/2015 @ 11:17 AM'. The main navigation menu features 'HOME', 'MY SERVICES', 'TOOLS & RESOURCES', and 'HELP & SUPPORT'. A prominent orange notification banner at the top right states: 'Comerica GlobalTRADE Web Single Sign-On Login implementation scheduled for May 4th has been postponed. We apologize for any inconvenience. You may continue to access the system as you normally do until we communicate the new implementation date.' This banner includes 'READ MORE' and 'DISMISS' buttons. Below the notification, the 'Announcements' section features a 'HOLIDAY CLOSURES' notice: 'Comerica will be closed on Memorial Day and will not process any transactions on bank holidays. All transactions will be posted the next business day...'. To the right, a blue banner asks 'Have Questions? We're here to help.' and provides contact options: 'Email' (Email Customer Support), '888-555-5555' (Call your Client Support Representative M-F, 8-6 EST). The main content area is divided into two columns. The left column shows two account summaries for 'NickName' with a balance of '\$ 1,234,567.89', each with a 'Checking' account type and account number '#0000000000'. The right column contains a 'My Services' section with tabs for 'My Alerts' (1), 'My Tasks' (2), and 'My Favorites'. Below these are three service cards: 'TMC Web', 'Positive Pay', and 'CAT', each with a 'Quick Link 1' button.

Kept stakeholders involved throughout iterative cycles, continuously refining solutions based on feedback.



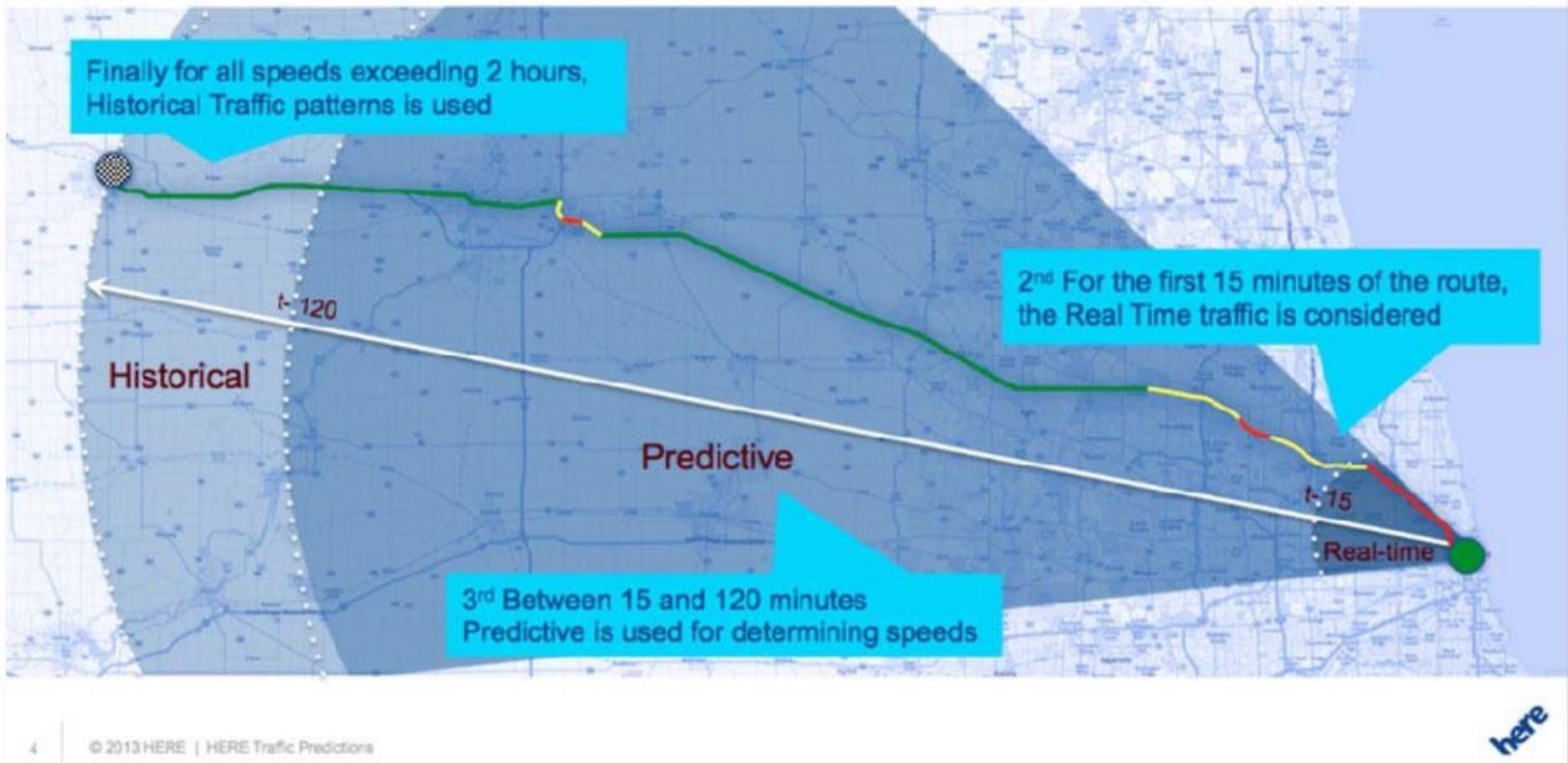
Product Marketing Manager

Nokia / HERE Maps

 **Role:** Shaped the narrative for location-based services, crafting compelling product messaging and positioning. Led cross-functional initiatives that strengthened HERE Maps' market presence.

 **Challenge:** Parent company Nokia was a “burning platform” at the time, HERE Maps traffic service finding very strong competition with Google Maps/Android

Navigation Use Case: HERE Routing (AFTER)

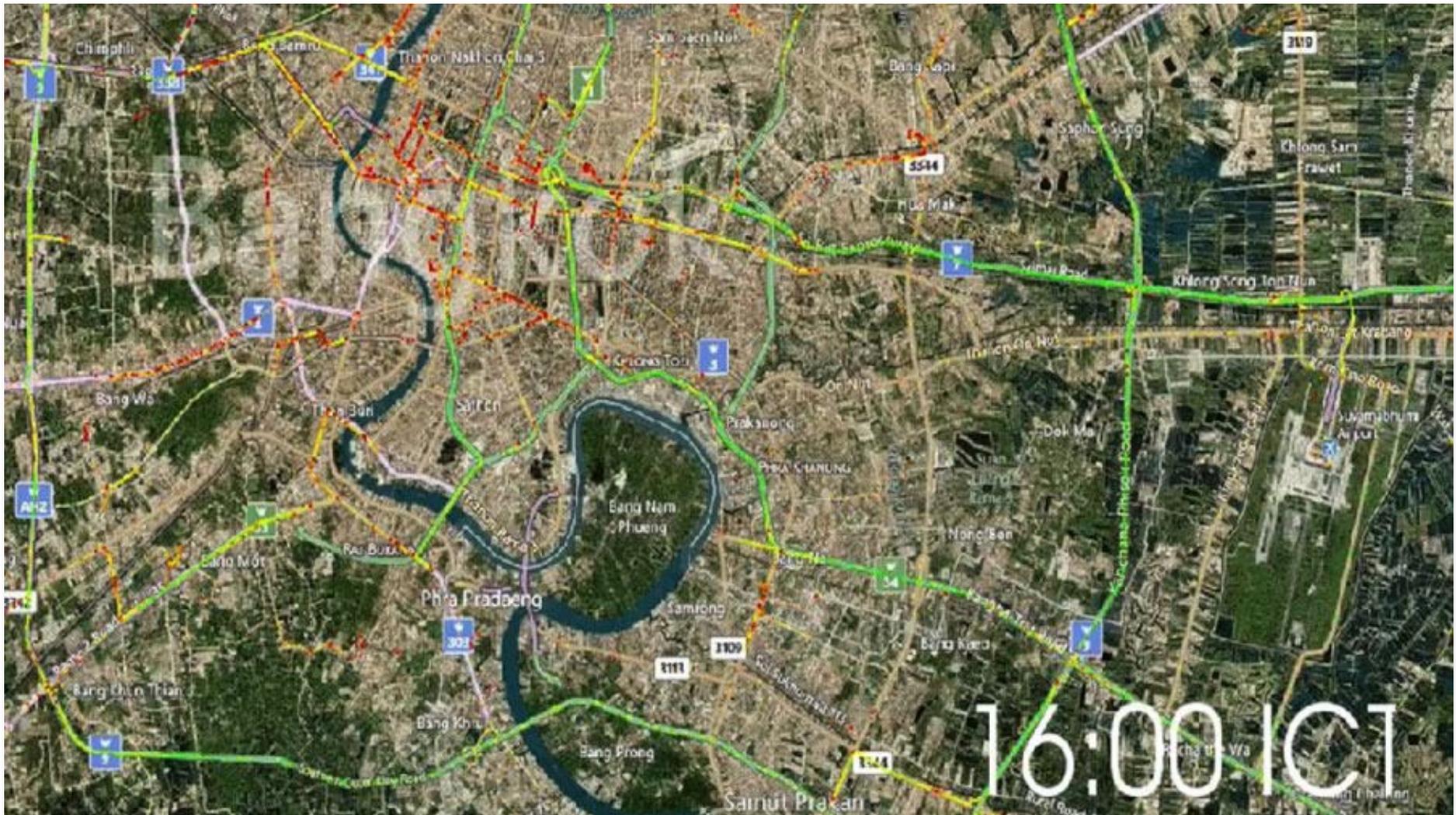


I was the product marketing manager promoting DEMPSY, (a competitor to Hadoop) that was being used with HERE maps and traffic - creating several different was to explain the story



Nokia / HERE Maps Product Marketing Manager

Peter Bartsch / Professional Portfolio



DEMPSY was a big data tool made to handle to billions of location data points traffic products require for prediction services

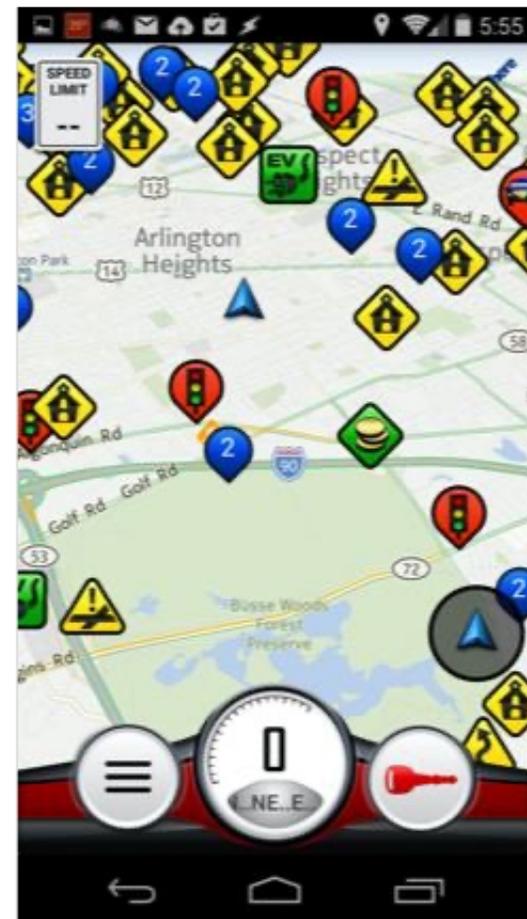
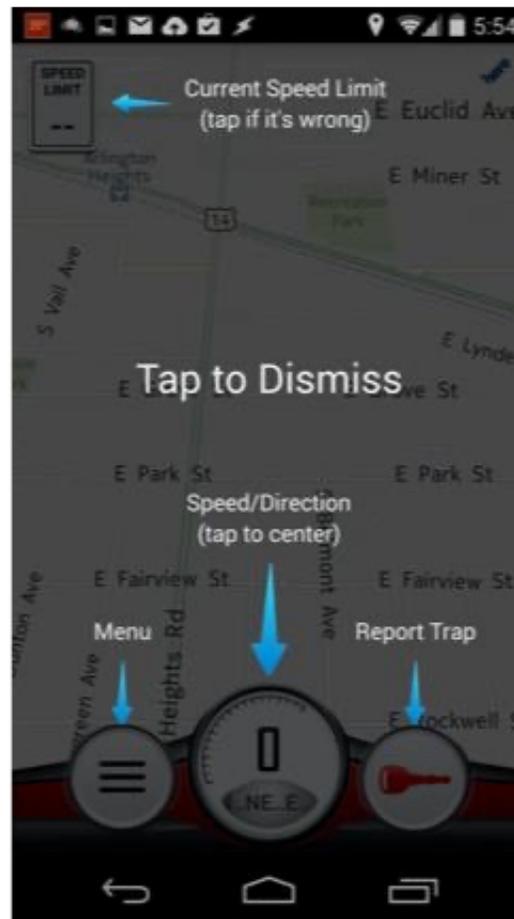
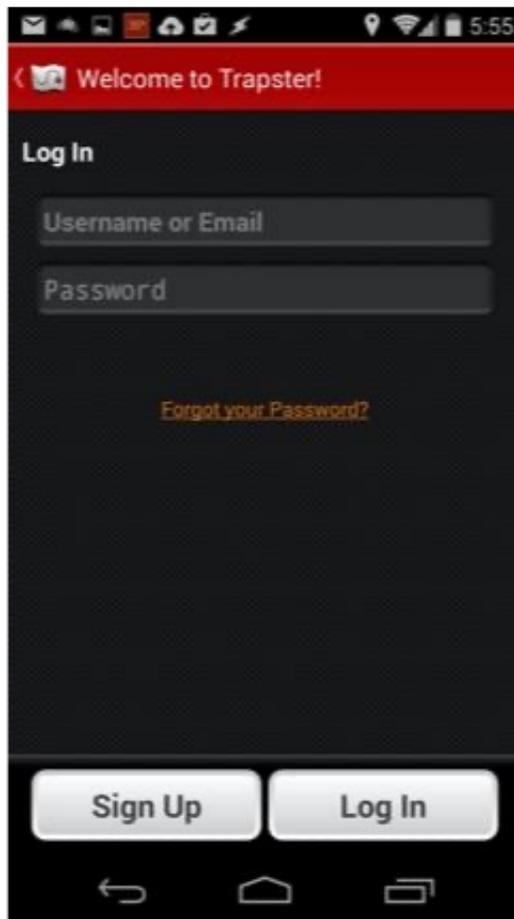


Nokia / HERE Maps
Product Marketing Manager

Peter Bartsch / Professional Portfolio



Primary selling to the OEM Automotive and logistics markets, we created a interactive, real-time display for the convention floor



I also work on an acquired app called Trapster, for its HERE maps and traffic integration



Product Manager

Gogo Inflight WiFi

🎯 **Role:** Pioneered digital experiences at 35,000 feet, designing inflight entertainment and connectivity solutions. Focused on customer engagement, usability, and emerging aviation technologies.

🔑 **Challenge:** Complex and finicky 2G network; Dollars to Megabyte ruled the experience, so keeping passenger browsing local when at all possible was the win



Gogo Inflight
Product Manager

Peter Bartsch / Professional Portfolio

The screenshot displays the Gogo Inflight Internet website. At the top left is the Gogo Inflight Internet logo. A navigation bar contains links for CONNECT, COVERAGE, ABOUT GOGO, SIGN IN, CREATE ACCOUNT, and LIVE HELP. The main headline reads "GET ONLINE ON MORE FLIGHTS" with a sub-headline "AVAILABLE ON SELECT FLIGHTS". Below this, logos for AIR CANADA, AirTran, Alaska Airlines, American Airlines, DELTA, FRONTIER (COMING SOON), UNITED, and U.S AIRWAYS are shown. A "VIEW COVERAGE" button is present. On the right, a "BUY BEFORE YOU FLY" section lists three products: GOGO UNLIMITED for \$34.95 per month, GOGO 24 HOUR PASS for \$11.00, and GOGO 6 PACK for \$49.95. Each product includes a brief description and a "BUY" button. At the bottom left, a map of the continental United States is shown with the text "AVAILABLE IN THE CONTINENTAL UNITED STATES" and a "VIEW AIRLINES" link. On the bottom right, a Twitter quote is featured under the heading "WHAT OUR FRIENDS SAY" with a "SEE MORE" link. A "VIEW ALL PRODUCTS" button is located at the bottom of the product list.

Worked with a US based team of contract developers and a full time team in India on gogoinflight.com, the on ground marketing site.



The screenshot shows the Gogo Inflight Internet website interface. At the top left is the Gogo Inflight Internet logo. A navigation bar contains links for CONNECT, COVERAGE, ABOUT GOGO, SIGN IN, CREATE ACCOUNT, and LIVE HELP. The main content area is titled "Participating Airlines" and lists several airlines: AIR CANADA, AirTran, Alaska Airlines, American Airlines, DELTA (highlighted with a white arrow), FRONTIER, UNITED, and U.S. AIRWAYS. To the right, there is a section for Delta with the slogan "The sky is no longer the limit." and information about internet access availability. Below this is a "Gogo Equipped Aircraft" section with a "Wi-Fi ONBOARD" icon and a list of aircraft models: A319, A320, B737-700, B737-800, B757-200, B757-300, B767-300, DC9-50, MD-88, MD-90, and CRJ700.

Gogoinflight.com had the complicated task of showing exactly where in-flight WiFi was available.



We created and supported iOS, Android and Blackberry for in-flight connectivity. Creating wireframes to the FAA's satisfaction was very interesting - Axure was helpful

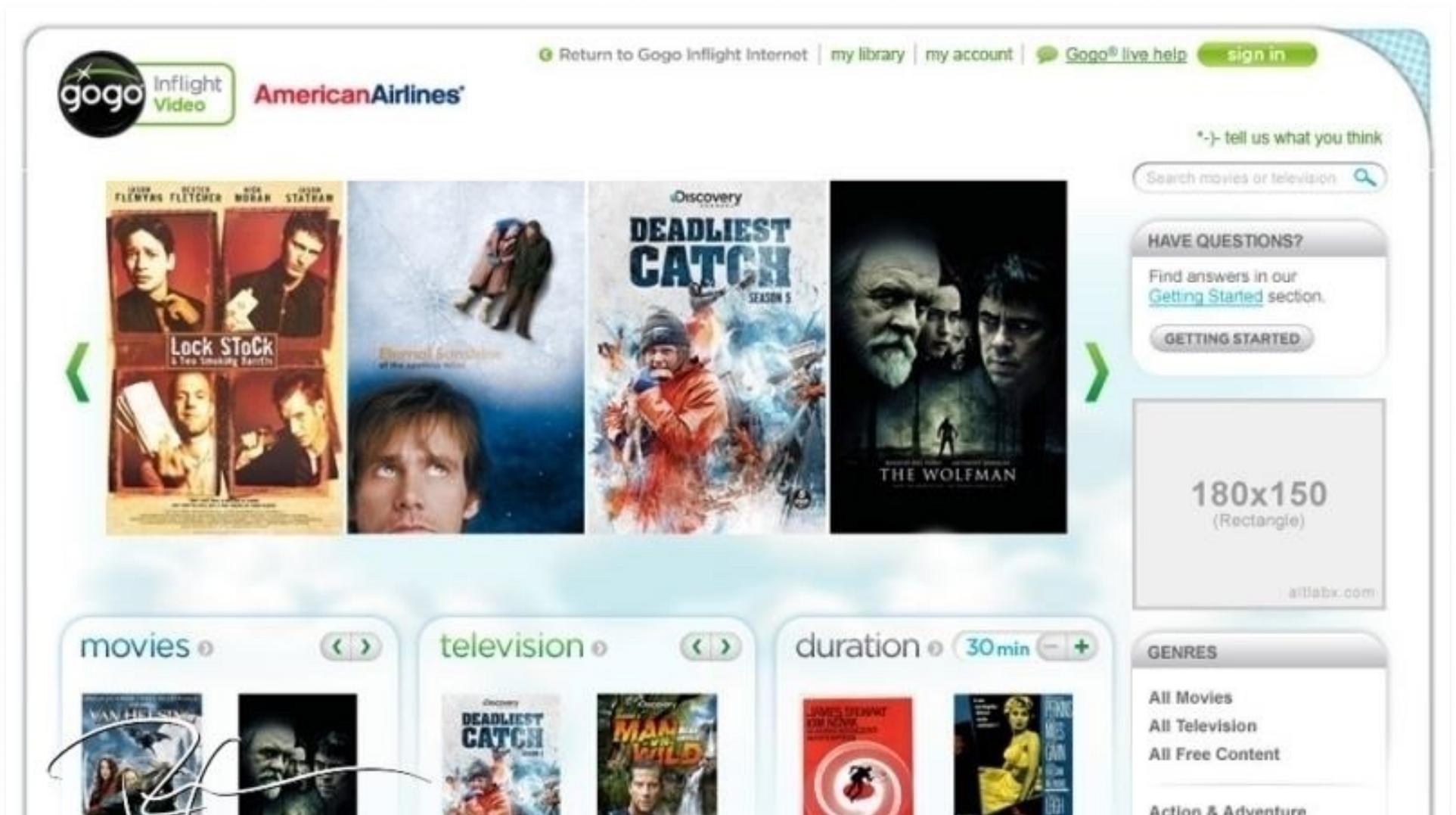


Gogo Inflight
Product Manager

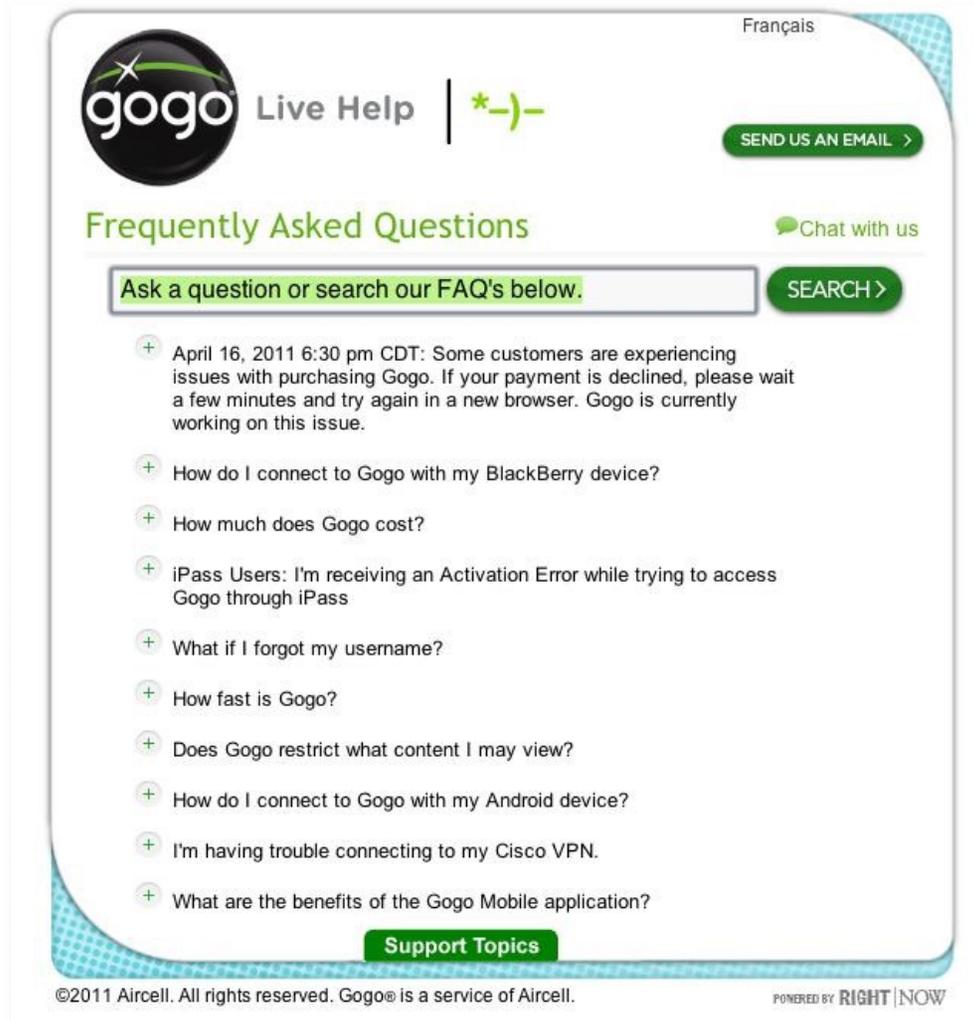
Peter Bartsch / Professional Portfolio

The graphic is a promotional banner for Alaska Airlines' Gogo Inflight Internet service. It features the Gogo Inflight Internet logo in the top left and the Alaska Airlines logo in the top right. The main headline reads "TAKE OFF & LOG ON" in a dotted line. Below this, a dark blue rounded rectangle contains the text "~~\$7.95~~ FREE MOBILE FLIGHT PASS" with a Wi-Fi symbol. The text below the rectangle states: "Gogo® is giving First Time Customers FREE Inflight Internet for a limited time." There are two call-to-action buttons: "VIEW ALL GOGO® FLIGHT PASS OPTIONS" and "WI-FI ROAMING PARTNER SIGN IN", both preceded by a right-pointing arrow icon. The background of the graphic is a light blue sky with white clouds.

We created seven airline branded portals for all devices to sell connectivity.



We also created a “hosted on the plane” video service, along with negotiating licenses and developing the required Digital Rights Management tools.



In-flight WiFi was a complicated ask for many user and we were able to help them better by partnering with RightNow to deploy support services



Gogo Inflight
Product Manager

Peter Bartsch / Professional Portfolio

Home Flight Tracker Shopping Destination News & Entertainment CONNECTION: ACTIVE

Alerts: No Current Alerts to report. Welcome to Virgin America 77

Your Flight
IAD → SFO

Arrival Time
10:20 PM

Time Until Arrival
03:38 Hours

Altitude
36882 feet

Speed
510 mph

Active

Seattle Minneapolis Chicago Detroit Boston
Denver Washington, D.C.
San Francisco Los Angeles Phoenix Dallas Atlanta
San Diego Houston Tampa Miami

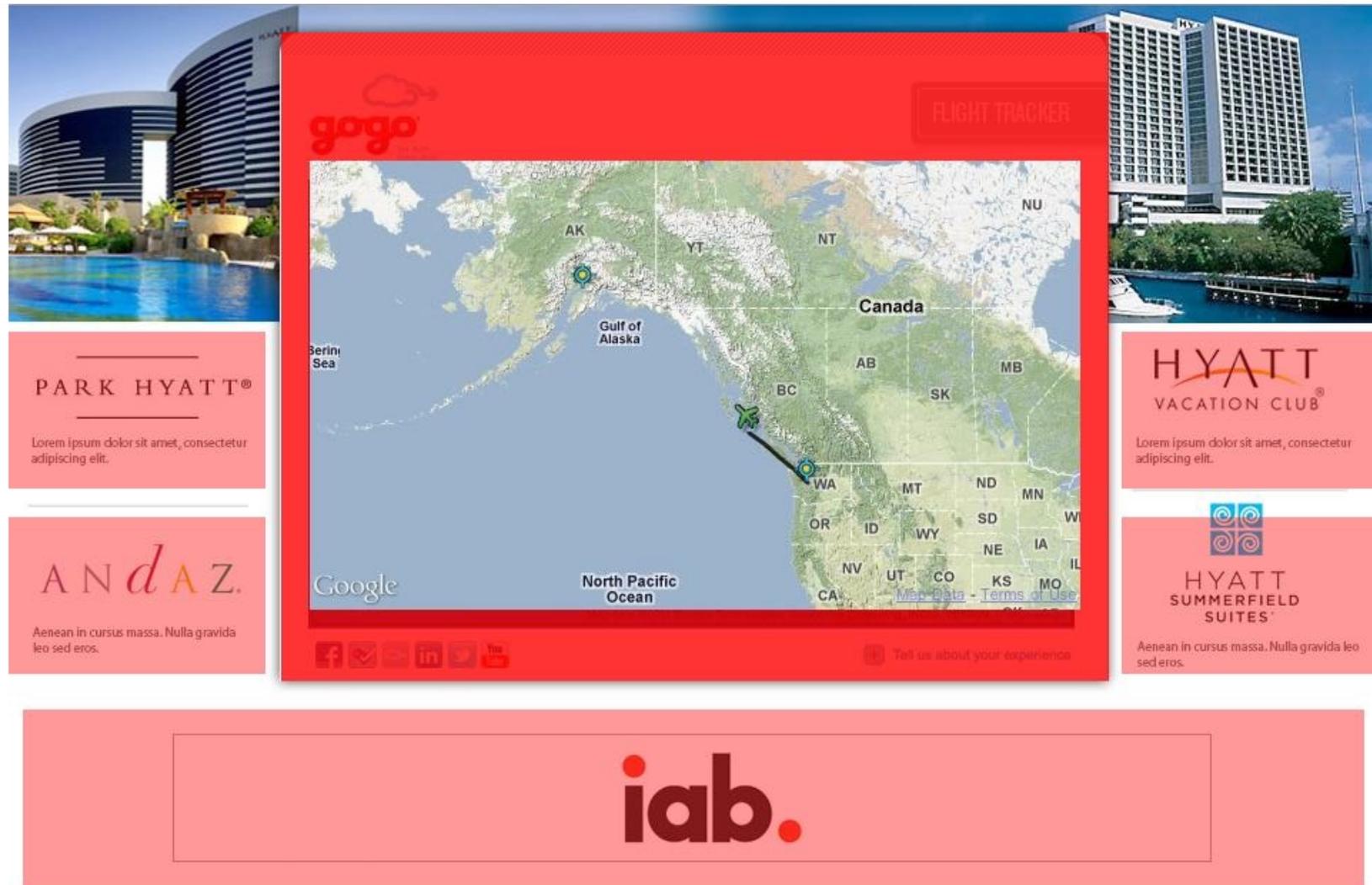
Keep this information with you while you browse. LAUNCH

I took this idea from inception to market, as I realized we had the the parts in place to offer in-flight flight tracking, even when connectivity was down. Became top visited site



Gogo Inflight
Product Manager

Peter Bartsch / Professional Portfolio

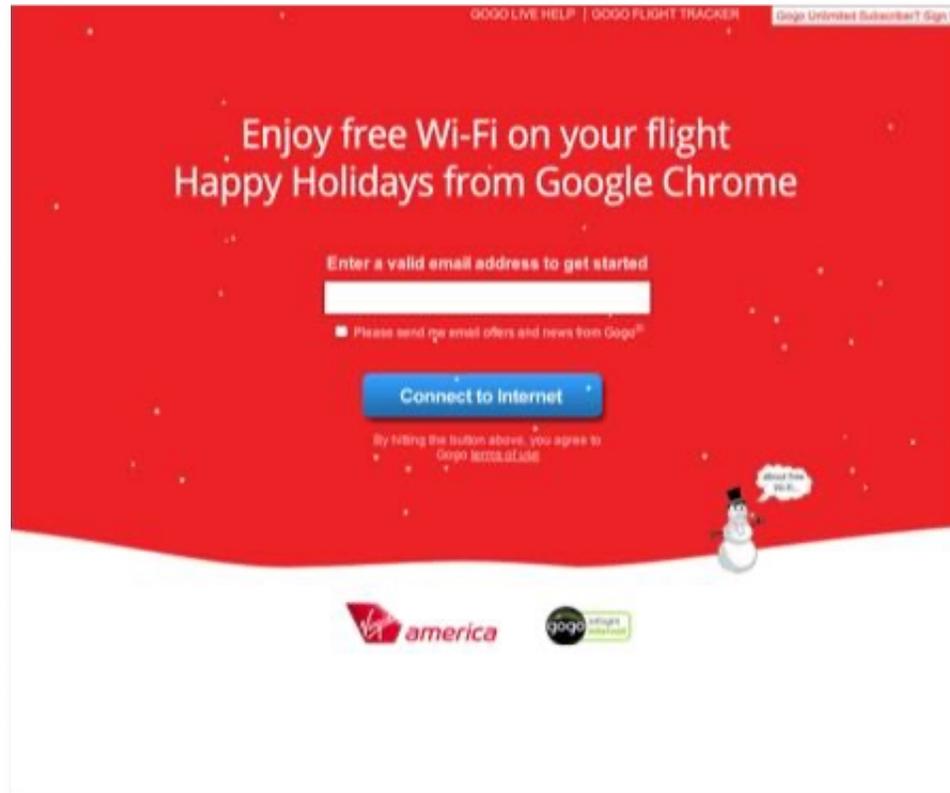


Created a standardized ad template for the flight tracker to allow the Airlines to pursue their own sponsorships



Gogo Inflight
Product Manager

Peter Bartsch / Professional Portfolio



Created the entire creative and code for a rushed to market promotion with Virgin America Airlines' sponsorship of in-flight connectivity over the holidays.



Gogo Inflight
Product Manager

Peter Bartsch / Professional Portfolio

The screenshot shows a promotional banner for Gogo Inflight Internet on Alaska Airlines. At the top left, there are logos for Gogo Inflight Internet and Alaska Airlines. On the right, there are links for 'HAVE GOGO? SIGN IN' and 'GOGO LIVE HELP'. The main visual is a silver Honda CR-Z Sport Hybrid car, shown from a side profile, illuminated by spotlights on a dark stage. The Honda logo and 'CR-Z SPORT HYBRID' text are positioned above the car. Below the car, the text reads 'FREE WI-FI ACCESS Courtesy of the CR-Z Sport Hybrid from Honda.' To the right of the car, there is a form with the heading 'ENTER YOUR EMAIL ADDRESS TO ACCESS FREE WI-FI (Valued up to \$12.95)'. Below this heading is a checkbox labeled 'I would like to receive email offers and news from Gogo' and a text input field. A 'START SURFING FOR FREE' button is located to the right of the input field. At the bottom of the form, a small line of text states 'By clicking the button above, you are agreeing to the terms of use'.

Virgin America promotions success kicked off many successful triple branded experiences; Sponsor, Airline and Gogo.



WE LOVE BEAUTY

INSIDER SECRETS, JUICY TIDBITS & DAILY MANTRAS FROM CELEBRITY STYLEMAKERS TO GET YOU *gorgeous!*

[BLOG](#) [WE LOVE BEAUTY TV](#) [CELEBRITY STYLEMAKERS](#) [GET THE CELEBRITY LOOK](#) [WE LOVE](#) [COUNTER CULTURE](#)


ANASTASIA
Beauty Mills
THE BROW AUTHORITY



BOOTCAMP *for brows!*

APPLY **Nu Brow** ENHANCING SERUM EVERY NIGHT FOR 6 WEEKS AND WATCH YOUR BROWS GO FROM WIMPY AND SKIMPY TO FULL AND GORGEOUS!
[CLICK HERE TO LEARN MORE...](#)

.....
be a beauty
INSIDER
.....

Become a VIP and get the hottest tips from celebrity stylemakers, insider news, product giveaways and deals on our favorite beauty brands.

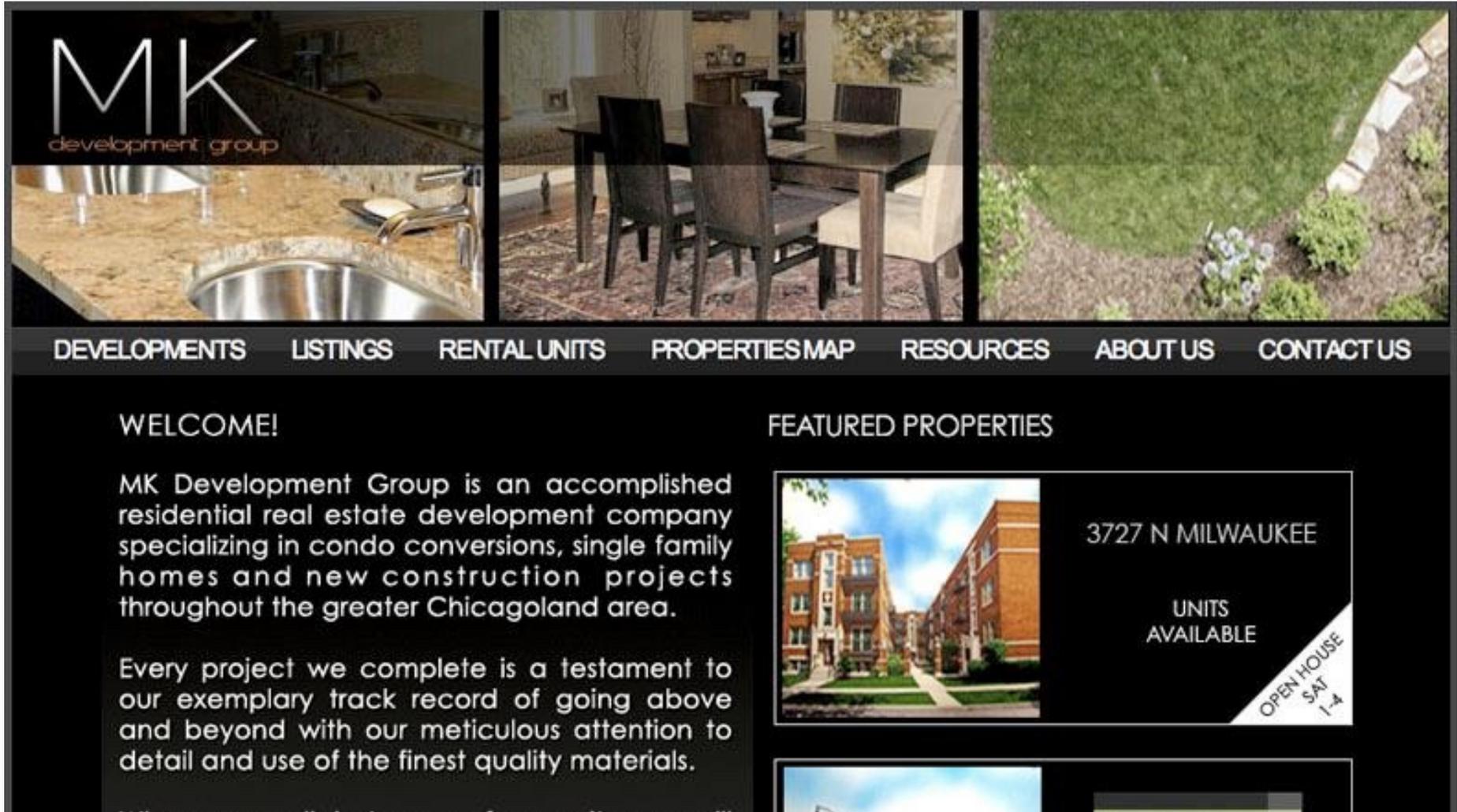
[CLICK HERE](#)

Submitted by ben on 27 March 2008 - 12:18am.
Behind the Scenes at Petro Zillia: Spring 2008





This site won runner up for best looking template, Drupalcon 2007



Wordpress allowed efficient development and maintenance of client's websites, allowing them to leverage the content management system for timely content



McVAN
DEVELOPMENT, LLC

- NEW CONDOS
- CHICAGO AREA
- PROPERTY MAP
- SCHEDULE SHOWING
- FINANCE SPECIALS
- MAKE AN OFFER
- DEVELOPER INFO
- CONTACT

TRY OUR INTERACTIVE FLOOR PLAN

MODEL OPEN DAILY
Monday-Wednesday & Friday 12pm - 6pm
Thursday 12pm - 8pm, Saturday & Sunday 12pm - 3pm

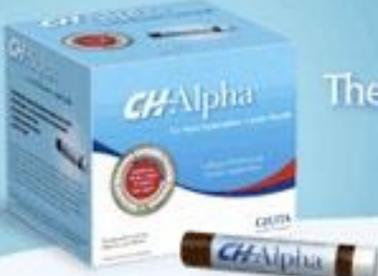
UNITED PLACE
2126 West Van Buren
Fully Upgraded 2 Bedroom Urban Flats
Starting at \$275,000

These site were largely NOT developed for the yet to be invented smart phone devices. We did create several mobile site versions for clients



The screenshot shows the homepage of the 'Healthy Transplant' website. The header features the American Society of Transplantation (AST) logo on the left, the title 'Healthy Transplant' in large blue font, and the subtitle 'A Guide to Your Good Health' below it. A search bar with a 'GO!' button is located in the top right corner. On the left side, there is a vertical navigation menu with blue buttons for 'HOME', 'TRANSPLANT BASICS', 'HEALTH MAINTENANCE', 'INFECTION AND MALIGNANCY', 'ADHERENCE', 'QUALITY OF LIFE', and 'COMMUNICATION'. The main content area contains two paragraphs of text. The first paragraph welcomes users and explains the site's purpose, including a 'CLICK HERE' link. The second paragraph discusses the 'Timeline of Health' and includes another 'CLICK HERE' link. On the right side, there are links for 'CHANGE TEXT SIZE', 'BIGGER', and 'SMALLER'. At the bottom right, there is a photograph of a young boy in a striped shirt with his arms raised in a gesture of excitement or achievement.

These open source CMS tools also proved helpful for pharmaceutical sites, as final, approved copy and i18l requirements could be handled in a cost effective workflow



CH-Alpha™

The Next Generation of Joint Health

Home

About CH-Alpha

- What Is CH-Alpha?
- How It Works
- Who It Is For
- Nutritional Info
- Safety Profile

Frequently Asked Questions (FAQs)

Buy CH-Alpha Online Now

CH-Alpha News

Contact Information

For greater flexibility and mobility All you need is CH-Alpha™



With its unique active ingredient, collagen hydrolysate with bioactive collagen peptides™, CH-Alpha rebuilds cartilage and supports joint function with all the convenience of single daily-dose liquid vials. In fact, numerous international scientific studies have proven that daily doses of CH-Alpha taken orally promote joint health with increased motion and flexibility. There's no mix. There's no mess. There's just great tasting CH-Alpha for optimal joint health.

To jump on the path to greater flexibility and mobility,

[Buy CH-Alpha today!](#)

To jump on the path to greater flexibility and mobility,



Buy CH-Alpha today! >

Promising new information to help people cope with osteoarthritis and chronic joint pain

Also, given the common requirements for the entire industry, starting with detailed site templates saved money and time for everyone



While the major networks are trying to repurpose shows that work well on TV, [D7TV](#) is starting from scratch. The company wants to be “the” channel for mobile content and has already started producing shows before there is an actual distribution channel.

D7TV is currently filming short movies for their Web site, and by short we mean less than three minutes each. The plan is to build up an audience so that if and when mobile video subscriptions become commonplace, D7TV will be a brand consumers demand. ABI Research [predicts](#) that there will be at least half a billion subscribers to mobile video worldwide by the year 2011. So why not be ready?

D7TV was started by Michael O'Rourke, who also founded a projection media company 10 years ago called [Dimension Z](#). O'Rourke calls Dimension 7 a “video band” because they filmed DJ dance events and made animation movies to stream online.

“In the early days all of our shows were netcast so we would actually send out both the video and audio stream,” O'Rourke said in a phone briefing on Tuesday. “We were obviously way too early in thinking that the Internet would be used as a distribution medium for video but now we're at that point and online video is on everybody's mind and we're looking more towards mobile phones as our next platform.”

Party Crashers is one of D7TV's more popular new shows. It is a tongue-in-cheek look at [Silicon Valley social events](#). Sarah Meyers, host of the show, made a cameo at Monday

d7tv.com was a news + culture video collective I was part of. I ran the online production side, (pre youtube)



Founding Partner

Dig the Pixels

🎯 **Role:** Built and led an open-source digital agency that delivered cutting-edge design solutions. Worked with startups and established brands to create meaningful digital interactions.

🔑 **Challenge:** Open Source Software as a viable business tool. Creating trust and education that staff could master Drupal or Wordpress. Drupal's templates

2001 - 2003



Snowboard Instructor

Burton Chill Foundation

 **Role:** A Burton Chill Foundation Snowboard Instructor is more than just a snowboarding coach—they are a mentor, role model, and positive influence for underserved youth. Through the Chill Foundation, an organization founded by Burton to empower young people through boardsports, instructors teach fundamental snowboarding skills while fostering personal growth and resilience.



Burton Chill
Snowboard Instructor

Peter Bartsch / Professional Portfolio

The screenshot shows the Burton Chill website. At the top left is the 'CHILL' logo. To the right is a navigation menu with links for 'Programs', 'Locations', 'Get Involved', 'About Us', 'Store', and 'Donate'. A language selector shows 'English'. The main heading is 'SNOWBOARD' in large, outlined letters. Below it is a photo of two young women in snow gear. To the right of the photo is the text: 'Ride. Inspire. Lead.' followed by a paragraph about snowboarding's role in youth development.

CHILL

Programs Locations Get Involved About Us Store **Donate**

English

SNOWBOARD

Ride. Inspire. Lead.

Snowboarding has been the cornerstone of Chill's positive youth development programs since inception in 1995. There's nothing quite like the feeling of sliding on a board in the snow, sharing stories and excitement with friends on the lift, and succeeding at your first turns. Even more importantly, there's nothing quite like the moment when you realize you're capable of a lot more than you imagined, and that's why snowboarding is so perfectly aligned to aid in self-empowerment and growth.

Honed my leadership skills and share my passion with teenagers from Boston



Burton Chill

Snowboard Instructor

Peter Bartsch / Professional Portfolio



On a mountain that has a little bit of everything, for everyone

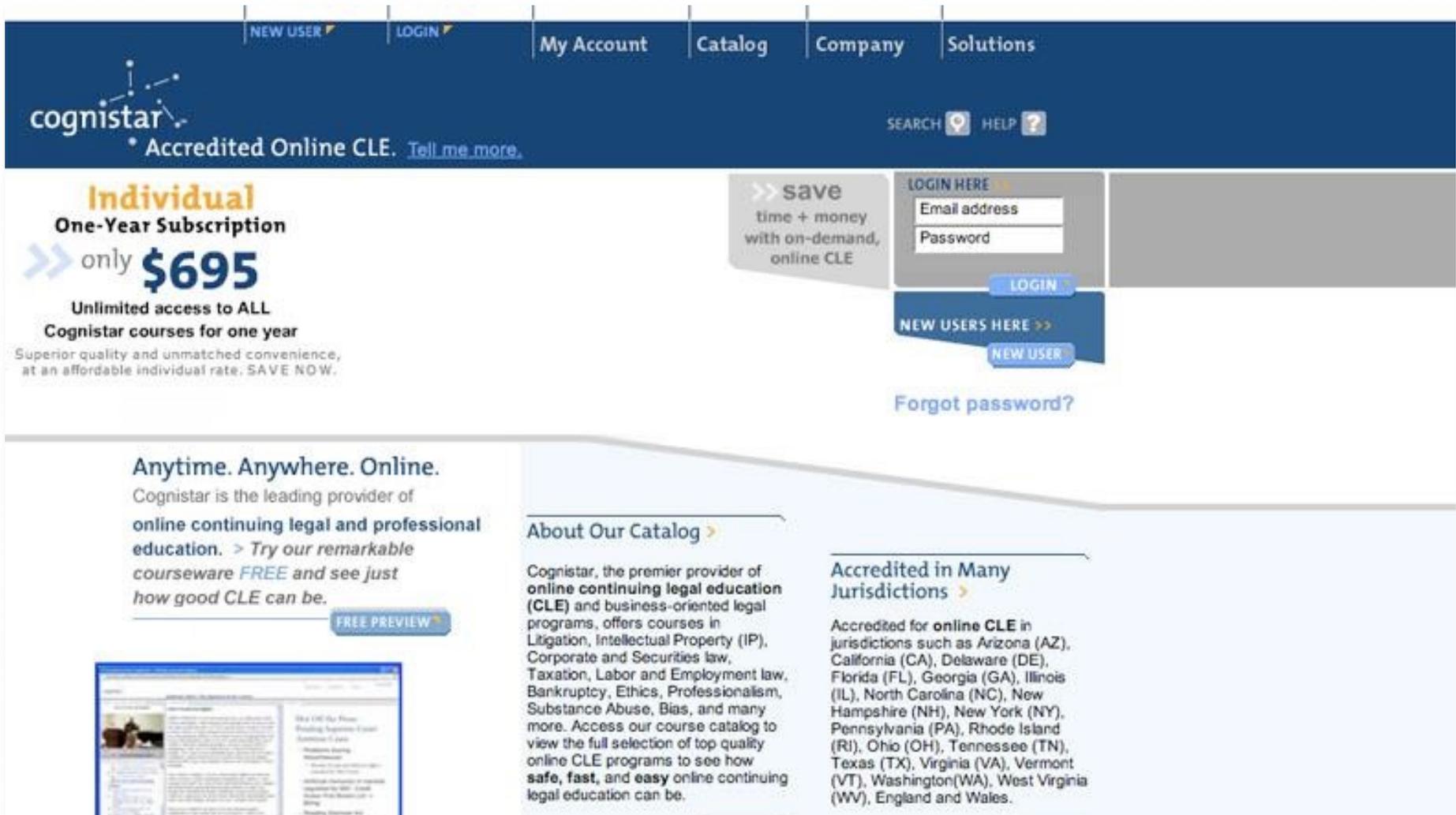


Product Manager: Online Productions

Cognistar.com

🎯 **Role:** led online video production by leveraging new DV video format which significantly reduced costs and production time while simultaneously delivering high-quality legal education courses, and making it more engaging.

🔑 **Challenge:** Choosing to roll our own when open source projects already did most of what we needed. User's device configuration, (pre YouTube)



The screenshot shows the Cognistar website homepage. At the top is a dark blue navigation bar with the Cognistar logo on the left and links for 'NEW USER', 'LOGIN', 'My Account', 'Catalog', 'Company', and 'Solutions' on the right. Below the navigation bar is a white banner with a search bar and a 'HELP' link. The main content area is divided into several sections. On the left, there is a promotional offer for an 'Individual One-Year Subscription' for '\$695' with 'Unlimited access to ALL Cognistar courses for one year'. In the center, there is a login form with fields for 'Email address' and 'Password', a 'LOGIN' button, and a 'NEW USERS HERE >>' link. On the right, there is a 'Forgot password?' link. Below the banner, there are three columns of text. The first column is titled 'Anytime. Anywhere. Online.' and describes Cognistar as the leading provider of online continuing legal and professional education. The second column is titled 'About Our Catalog >' and lists various legal topics offered. The third column is titled 'Accredited in Many Jurisdictions >' and lists various states and countries where Cognistar is accredited.

Individual One-Year Subscription
Unlimited access to ALL Cognistar courses for one year
Superior quality and unmatched convenience, at an affordable individual rate. **SAVE NOW.**

save
time + money with on-demand, online CLE

LOGIN HERE
Email address
Password
LOGIN
NEW USERS HERE >>
NEW USER

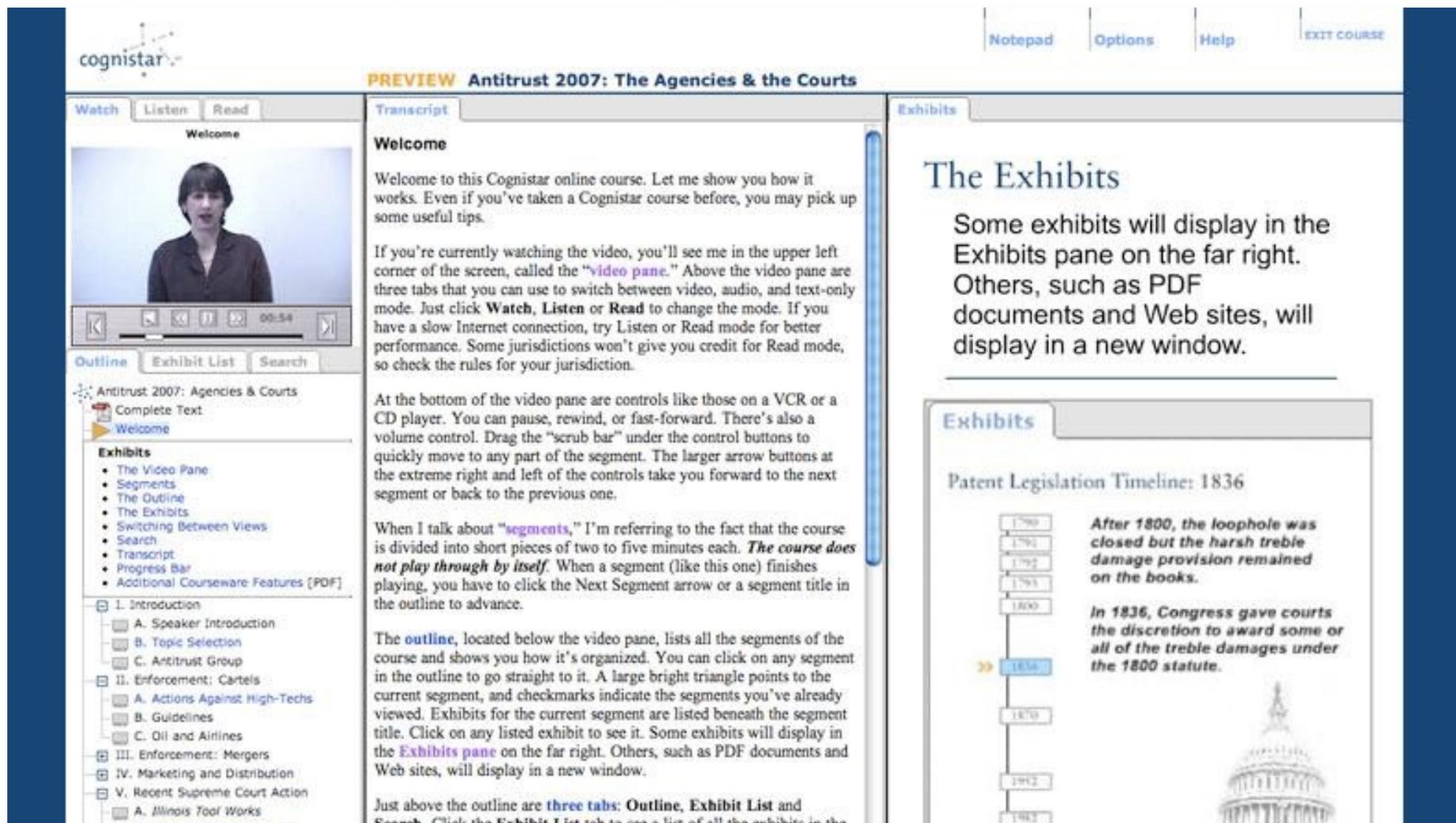
Forgot password?

Anytime. Anywhere. Online.
Cognistar is the leading provider of **online continuing legal and professional education.** > Try our remarkable courseware **FREE** and see just how good CLE can be.
FREE PREVIEW

About Our Catalog >
Cognistar, the premier provider of **online continuing legal education (CLE)** and business-oriented legal programs, offers courses in Litigation, Intellectual Property (IP), Corporate and Securities law, Taxation, Labor and Employment law, Bankruptcy, Ethics, Professionalism, Substance Abuse, Bias, and many more. Access our course catalog to view the full selection of top quality online CLE programs to see how **safe, fast, and easy** online continuing legal education can be.

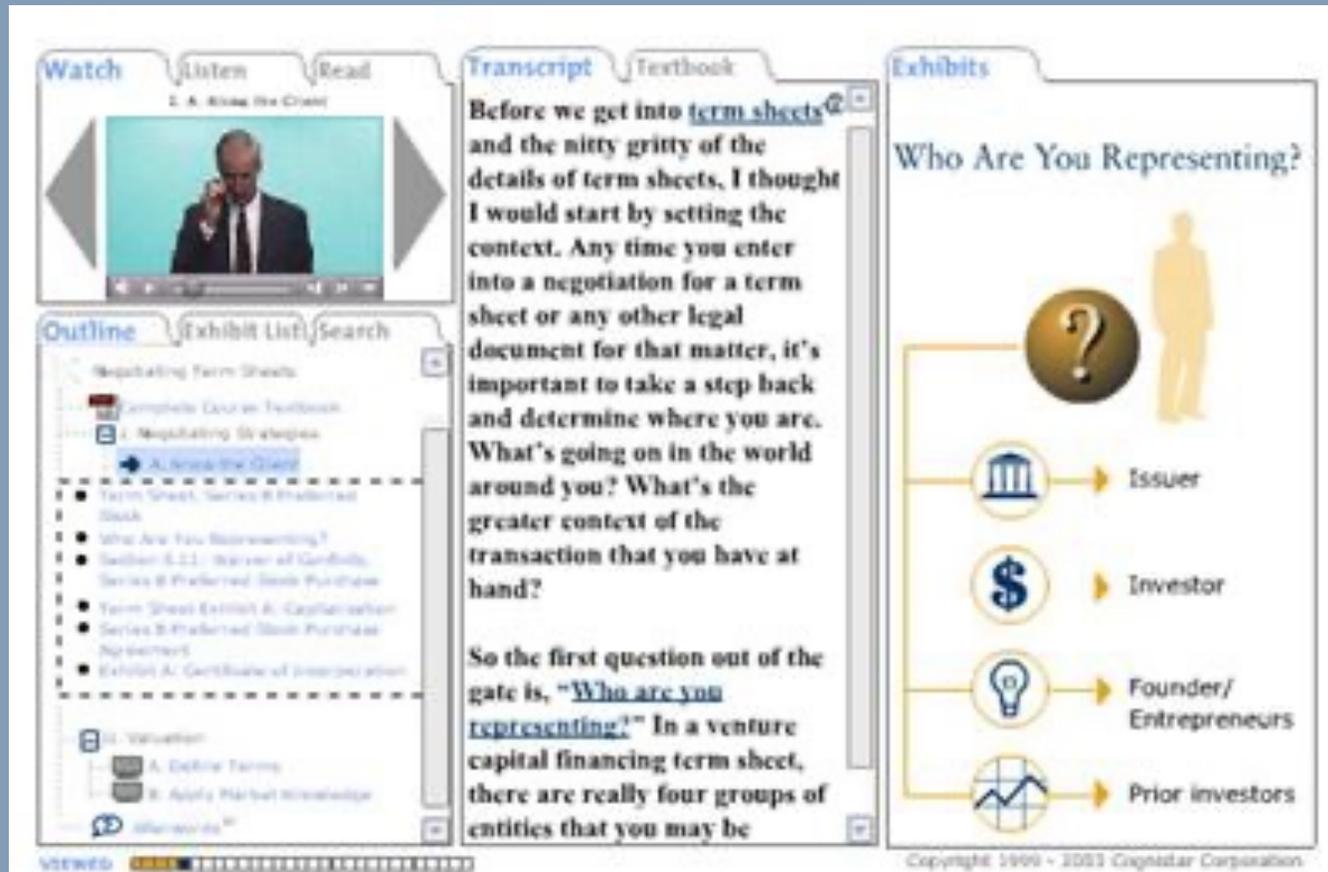
Accredited in Many Jurisdictions >
Accredited for **online CLE** in jurisdictions such as Arizona (AZ), California (CA), Delaware (DE), Florida (FL), Georgia (GA), Illinois (IL), North Carolina (NC), New Hampshire (NH), New York (NY), Pennsylvania (PA), Rhode Island (RI), Ohio (OH), Tennessee (TN), Texas (TX), Virginia (VA), Vermont (VT), Washington(WA), West Virginia (WV), England and Wales.

Created course catalog and marketing site



The screenshot displays the Cognistar online course interface. At the top, there are navigation links for 'Notepad', 'Options', 'Help', and 'EXIT COURSE'. The main content area is titled 'PREVIEW Antitrust 2007: The Agencies & the Courts'. On the left, there is a 'Watch' pane with a video player showing a woman speaking. Below the video player are controls for 'Outline', 'Exhibit List', and 'Search'. The 'Outline' pane shows a tree view of the course content, including 'Introduction', 'Enforcement: Cartels', 'Enforcement: Mergers', 'Marketing and Distribution', and 'Recent Supreme Court Action'. The main content area is titled 'Welcome' and contains text explaining the course structure and navigation. On the right, there is an 'Exhibits' pane titled 'The Exhibits' with a section for 'Patent Legislation Timeline: 1836'. This section includes a vertical timeline with years from 1790 to 1912, and text explaining the changes in treble damage provisions over time. A small image of the US Capitol building is visible at the bottom right of the exhibit pane.

Led team developing courseware and course production. Leveraged recent DV cameras and digital desktop editing for better, cheaper and faster course production.



The screenshot displays a course interface with four main interactive frames:

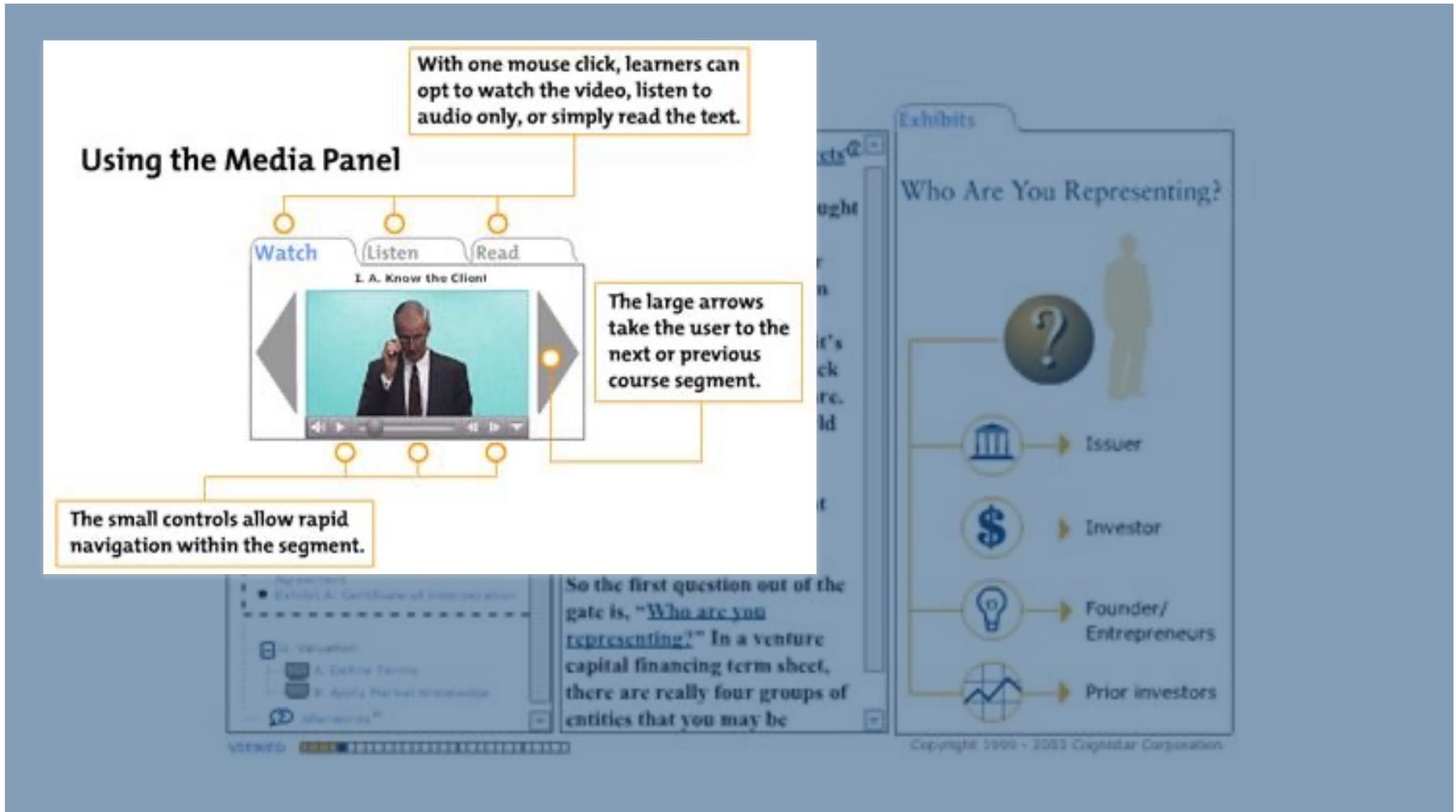
- Watch:** A video player showing a man in a suit talking on a phone. Above it are tabs for 'Watch', 'Listen', and 'Read'.
- Transcript:** A text area containing the following text:

Before we get into term sheets and the nitty gritty of the details of term sheets, I thought I would start by setting the context. Any time you enter into a negotiation for a term sheet or any other legal document for that matter, it's important to take a step back and determine where you are. What's going on in the world around you? What's the greater context of the transaction that you have at hand?

So the first question out of the gate is, "Who are you representing?" In a venture capital financing term sheet, there are really four groups of entities that you may be
- Exhibits:** A diagram titled "Who Are You Representing?" featuring a central question mark icon and a person silhouette. Four arrows point to icons representing different roles:
 - Bank icon: Issuer
 - Dollar sign icon: Investor
 - Lightbulb icon: Founder/Entrepreneurs
 - Line graph icon: Prior investors
- Outline:** A table of contents on the left side of the interface, listing various course topics such as "Negotiating Term Sheets", "Complete Course Textbook", and "Valuation".

At the bottom of the interface, there is a "VIEWED" progress bar and a copyright notice: "Copyright 1999 - 2003 Cognistar Corporation."

Created a multimodal learning approach which allowed users to choose between watching, listening or reading the course. Whatever the mode the user chose, the courseware had four interactive frames...



Using the Media Panel

With one mouse click, learners can opt to watch the video, listen to audio only, or simply read the text.

The large arrows take the user to the next or previous course segment.

The small controls allow rapid navigation within the segment.

Exhibits

Who Are You Representing?

Issuer

Investor

Founder/Entrepreneurs

Prior investors

So the first question out of the gate is, "Who are you representing?" In a venture capital financing term sheet, there are really four groups of entities that you may be

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1. Watch, Listen or Read modes embraces that learners have preferred modes of learning

Navigating the Outline

The outline is a navigational control used to move through the course segments in sequential or random order.

The search button allows the user to enter words or phrases of interest and instantly locate all segments and exhibits containing that material.

The exhibits tab displays a printable list of every link and exhibit in a course.

A complete course textbook is available for download and printing.

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The background image shows a video player with a speaker, a transcript window with text: "Before we get into term sheets and the nitty gritty of the details of term sheets, I thought I would start by setting the context. Any time you enter", and an exhibits window titled "Who Are You Representing?" with a silhouette of a person and a question mark, and a list of roles: Issuer, Investor, Founder/Entrepreneurs, and Prior investors.

2. Outline and course content

The Course Transcript

The transcript is a literal transcription of the instructor's spoken lecture.
The transcript is enhanced with links to exhibits, links to external Web sites, and pop-up definitions of key terms.

The transcript
 Before we get into term sheets and the nitty gritty of the details of term sheets, I thought I would start by setting the context. Any time you enter into a negotiation for a term sheet or any other legal document for that matter, it's important to take a step back and determine where you are.

The textbook mode is an alternate version of the transcript edited to written language for the convenience of those who opt to turn off the audio and 'read' the course. All text can be printed.

So the first question out of the gate is, "Who are you representing?" In a venture capital financing term sheet, there are really four groups of entities that you may be

- Founder/Entrepreneurs
- Prior investors

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3. Verbatim transcript or Textbook form

The screenshot shows a course interface with several components: a video player (Watch), a transcript (Transcript), a list of exhibits (Exhibits), and a course outline (Outline). The transcript text reads: "Before we get into term sheets and the nitty gritty of the details of term sheets, I thought I would start by setting the context. Any time you enter into a negotiable instrument, whether it be a negotiable instrument or a document, it's important to understand the context. What's going on around you, what's the greater context of the transaction, and what's the goal of the transaction? So the first gate is, 'Who are you representing?'"

The exhibit list includes:

- Negotiating Term Sheets
- Complete Course Textbook
- 1. Negotiating Strategies
- 2. Who Are You Representing?**
- Term Sheet - Series B Preferred Stock
- Who Are You Representing?
- Section 8.2.1 - Warner of Gambulo
- Series B Preferred Stock Purchase Agreement
- Term Sheet Exhibit A - Capitalization Table
- Series B Preferred Stock Purchase Agreement
- Exhibit A - Certificate of Incorporation
- Valuation
- A. Define Terms
- B. Apply Market Knowledge

The callout box titled "Course Exhibits" states: "The Exhibit space, which displays the exhibits, adds an extra dimension by displaying all of a course's referential material: text exhibits, supporting documents, animations, graphics, diagrams, etc." It points to an exhibit titled "The Escalation Chain" which includes a provision in the technology outsourcing contract that defines time frames to fix or begin resolving problems, and includes the stages at which the problem is addressed by a series of increasingly senior staff members. The exhibit also features a stopwatch and a button to click [1-3] below to view the escalation chain.

4. Interactive course exhibits and related content

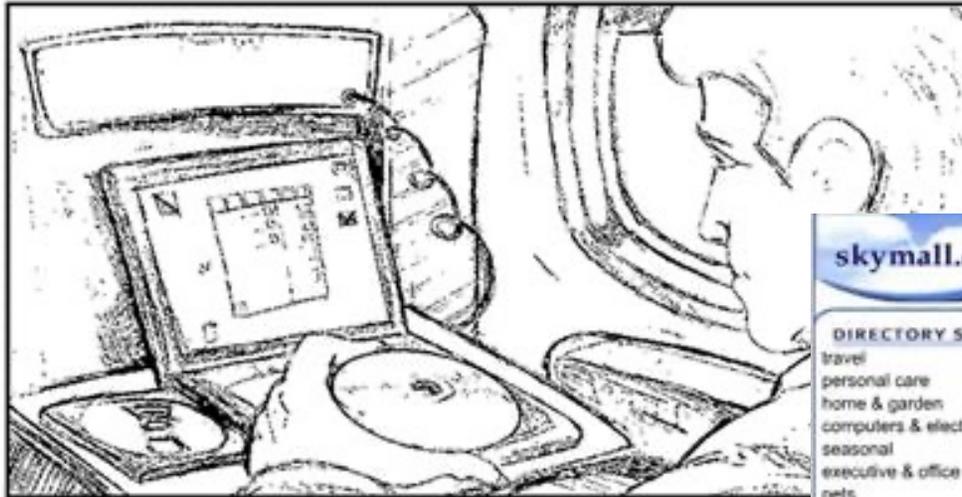


Product Manager

SkyMall.com

 **Role:** I led the DVD catalog prototyping and development, integrating detailed 3D product models to enhance the digital shopping experience. By developing interactive content for DVD-ROM, expanding customer engagement.

 **Challenge:** DVD-ROM awareness. Encoding and licensing hurdles. Physical catalog publishing schedule and the unique aviation distribution requirements.



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what's hot

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add to cart	product info	add to cart	product info

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3D mall UI on the DVD-ROM

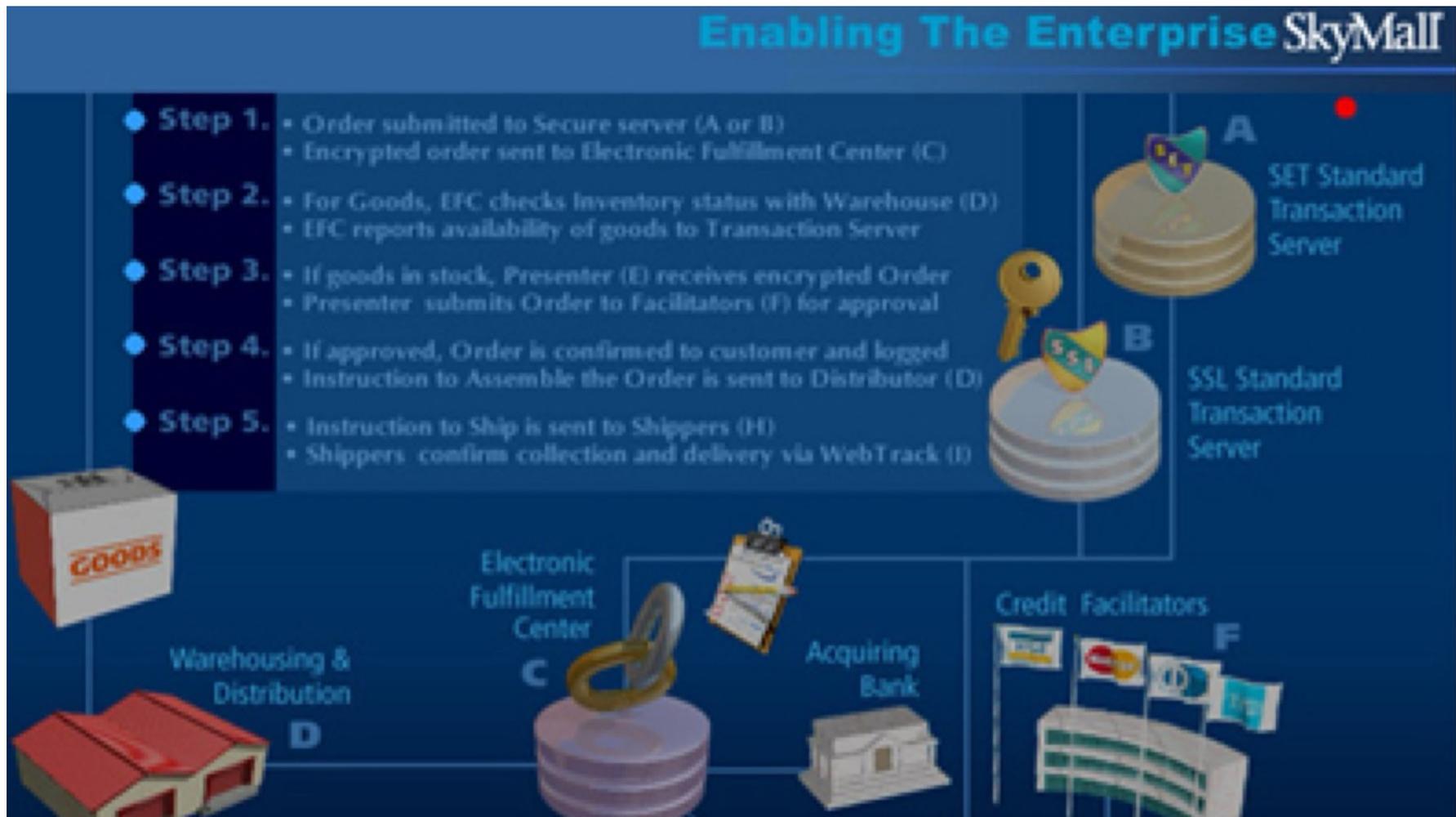


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Peter Bartsch / Professional Portfolio



Strata 3D rendered presentations



explaining complicated stacks and strategies