

PETER BARTSCH

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Product designer who ships. 15+ years building 0→1 products and scaling design systems—from solo founder to employee #28 at hypergrowth startup to senior IC at \$38B enterprise. Research-driven, prototype-obsessed, comfortable with ambiguity.

PROFESSIONAL EXPERIENCE

THIOS | Founder & Lead Designer | Aug 2024 - Present

Treating AI as my technical co-founder, learning how to compress timelines, work across disciplines, and ship products that traditionally require full teams. Building open-source modular shelter systems that transform parking spot sized spaces into productive environments.

- **Created complete product ecosystem solo in 18 months:** brand identity inspired by early 2000s open-source culture, 3 websites (thios.co, blog, store), 5 shelter variants with CAD models, physical prototype, and handbook generating first revenue
- **Applied full career toolkit simultaneously**—product strategy, marketing, and design execution using GitHub Copilot → Cursor → Anti Gravity progression; proving experienced generalists can operate across traditional role boundaries with AI partnership
- **Established AI-augmented workflows:** Obsidian MD + AI for project management and research synthesis; Figma Make for design-to-code; compressed prototyping cycles 70% through conversational development in Cursor and Anti-Gravity & Claude Code
- **Outcomes:** Validated AI as practical force multiplier for startups; demonstrating how to maintain product quality while working at solo-founder velocity; any prototype is possible

FOURKITES | Lead UX / Manager | Jan 2017 - Jan 2020

Employee #28 during hypergrowth (\$3M to \$100M ARR). Built design function from scratch—founding designer to 10-person global team.

- **Designed flagship products from 0→1:** Real-time supply chain control tower and related mobile apps processing 10M+ daily tracking events for 30+ Fortune 2000 companies (Anheuser-Busch, Georgia-Pacific, Tyson); products became primary driver of 3x customer expansion
- **Led bespoke predictive analytics dashboard products** identifying shipment delays 6-12 hours earlier than competitors; increased customer retention 41% and expanded average contract value \$120K annually
- **Scaled design org:** Hired and managed team across Chicago and Chennai; established component library, design operations, and hiring framework—reduced design inconsistencies 65% while maintaining startup velocity

JOHN DEERE | Senior Lead UX; Digital Customer Experience | Aug 2020 - Jul 2024

Embedded with product teams to modernize 20-year-old systems and drive subscription revenue. Proving enterprise design can move fast when you have the right frameworks.

- **Redesigned license management system** serving 500K+ users across 12 languages—increased authenticated engagement 34%, reduced support tickets 16%, enabled \$3.8B in subscription revenue from Automation and AI services
- **Built unified account and navigation framework** deployed across 8 product lines (web, mobile, embedded)—consolidated fragmented experiences into single customer view, improved dealer support efficiency 28%

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- **Established enterprise design system** in Figma spanning 6 brands and 40+ product teams globally—reduced design-to-development handoff time 45% through standardized components that actually shipped

MAVENWAVE PARTNERS | Senior UX + Agile Lead (Consultant) | Jan 2014 - Jan 2017

Led digital product design for Fortune 500 healthcare and pharmaceutical clients. Fast iteration in slow-moving industries.

- **Designed 6 internal portals for AbbVie** supporting 200K+ users across clinical trials and patient support programs—improved medication adherence tracking, reduced hospital readmissions 12%
- **Rebuilt OptumRx pharmacy formulary platform** processing 1.4B prescriptions annually—created company's first patient-facing product, reduced fulfillment errors 15% through improved drug interaction warnings
- **Established Lean UX and Agile practices** across client engagements while mentoring junior designers and leading cross-functional design sprints

EARLIER EXPERIENCE | 2001 - 2014

- **Nokia HERE Maps** | Product Marketing Manager (2012-2014) - Led UX integration of acquired Trapster app, improving onboarding completion 33%
- **Gogo Inflight WiFi** | Product Manager (2008-2012) - Launched connectivity across 6 major airlines; developed sponsored flight tracker generating recurring revenue
- **Cognistar** | Co-Founder (2001-2008) - Built digital production and UX for legal education startup; raised \$3M, achieved \$2M+ annual revenue before acquisition

SKILLS

Design Leadership

Enterprise Design Systems • Cross-functional Team Building • Design Operations • Information Architecture • Data Visualization • Accessibility (WCAG 2.1)

Research & Strategy

User Research • Usability Testing • Journey Mapping • Design Sprints • Lean UX • Agile/Scrum

Tools

Figma • Adobe Creative Suite • CAD/3D (OnShape) • HTML/CSS • AI Tools (Claude, Cursor) • Prototyping • AI-Augmented Workflows • AI-Integrated Design • Blender 3D

EDUCATION

Arizona State University | Bachelor of Arts, Humanities and Architectural Theory

COMMUNITY

Board Director | How Weird Street Faire 501(c)(3) SF street fair with successful 20 year run (2004 - 2024)