

Starting a skateboard shop at 16, through a myriad of roles with high-tech start-ups, and now as Senior User Experience Architect for Maven Wave Partners, Peter has been focused on bringing innovative products and solutions from ideation to market his entire career. Thriving in complicated situations by providing elegant, timely and creative solutions, Peter is passionate about good design, User Experience, Agile and design thinking.

## EXPERIENCE

### MAVENWAVE PARTNERS - CHICAGO, IL - MARCH 2014 - PRESENT

#### Senior UX Architect

- Lead UX teams from Sprint Zero activities through all phases of development / product lifecycles
- Integrating UX practices within scaling Agile efforts in large, complex enterprises
- Clients include Abbott Labs, AbbVie, Catamaran and Comerica Bank

### NOKIA - CHICAGO, IL - AUGUST 2012 - FEBRUARY 2014

#### Product Manager, Marketing

- Created sales, marketing & training materials on new difficult to understand technical aspects
- Supported regional sales, marketing, program & product managers, (EMEA, APAC, NA & ROW)
- Developed process to create GPS probe visualizations with real-time probe viewer application
- Managed contract Creatives & agencies working on marketing efforts

### GOGO INFLIGHT INTERNET - ITASCA, IL - APRIL 2008 - JULY 2012

#### Product Manager, Signature Services & Innovation - November 2010 - July 2012

- Built the proof of concept and managed development of Gogo Flight Tracker as Product Owner
- Championed the UX, vetted & develop proof of concept wires & prototypes; test & iterate
- Collaborated on development of Business Aviation group's Android app for in-flight video service

#### Manager Web Productions, Product Team - October 2009 - October 2010

- Managed Information Architects, Developers & Designers with focus on UX
- Created BRD & wireframes for development & UAT testing on business & commercial fleets
- Worked with Business Development on custom promotions for Google, AMEX, FedEx & Facebook
- Designed UX for iOS, Android & BlackBerry apps, as well as mobile HTML customer service site
- Developed HTML5 video sponsorship for partner promotion on iOS / Android / HTML

#### Airline Content Manager, Product Team - April 2008 - October 2009

- Responsible for all content on aircell.com, gogoinflight.com, and all airline partner airborne portals
- "Father" of the Mile High Badge on Foursquare, from inception to market
- Manage external & in-house web development projects
- Run User Acceptance Testing for all airborne portals
- Produced "build to spec", wire frames, comps & final assets, with focus on UX
- Produced creative as needed, (HTML, Photoshop, Flash, etc.)

### DIG THE PIXELS - CHICAGO, IL - AUGUST 2004 - MARCH 2008

#### Principal

- Open Source web shop, Drupal & Docebo, in Agile
- welovebeauty.com – runner up for best designed Drupal site @ Drupalcon 2008 Boston
- d7tv.com – <http://techcrunch.com/2006/12/06/d7tv-may-be-the-next-mtv-for-mobile-content/>

### COGNISTAR.COM - SOUTHBORO, MA - JULY 1999 - JULY 2004

#### Director, Online Productions

- 4th hire @ startup. Became a leader in online continuing legal education with sales over 2 MM
- On team that developed prototype and v1.0 – 3.5 of LMS, constantly evolved and refined UX
- Managed the team that captured, edited and produced video, Flash, PPT, PDF, etc.
- Helped secure a total of over \$12 million in funding, participated in technical due diligence
- Designed process to capture, edit and encode all related media, over 95 courses in 2 years

### SKYMALL.COM - NEW YORK - OCTOBER 1998 - JULY 1999

#### Online Producer

- Successfully pitched Connected DVD concept to SkyMall Board of Directors
- Hired to produce DVD to be included in SkyMall catalog
- Produced complete plan at corporate headquarters in Phoenix, moved to NYC to staff / produce
- Helped staffed, manage and grow NYC office focused on DVD project

### TRONICMEDIA - SAN FRANCISCO - JANUARY 1996 - OCTOBER 1998

#### Founder

- Created 3D graphics, Flash animations, HTML development, video production, CD-ROM & DVD
- Crewed for D7 for 1998 Burning Man festival, SF Civic Center Halloween & NYE 2K in Maui

### LIFE FITNESS - FRANKLIN PARK, IL - OCTOBER 1994 - JANUARY 1997

#### Interactive Specialist

- Ran market research for product development; including soft/hardware, HCI, UX and ergonomics
- Worked on development team for commercial Exertainment System, domestic & international
- Managed testing for Nintendo approval of SNES titles, Mountain Bike Rally, Speed Racer & Tetris
- Worked @ trade shows across North America and Europe
- Developed CD-ROM based training, demos & sales presentations, including localized versions

### FA SKATES - ARLINGTON HEIGHTS, IL - AUGUST 1985 - SEPTEMBER 1987

#### Founder

- Became one of Midwest's largest skateboard retailers by sales within 12 months.
- Sold my share to go to college

## EDUCATION

Arizona State University: BA Liberal Arts /Architectural Theory, May 1993

School of the Art Institute of Chicago: Student-at-large, August 1987 - June 1989