LOU PETERSON

EXPERIENCE DESIGN LEAD

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PROFILE

My point of view on design:

Over the course of my design career, I've learned to value high-level concepts such as narrative flow, holistic research development, thematic through-line, and point-of-impact.

These insights have informed my personal philosophy in both UX and life in general. I find that the best experience designs maintain the ability to see the forest for the trees.

SKILLS

My primary skill sets include ***holistic XD strategy***, ***data organization***, ***flow/ wireframe creation, rapid prototyping, research & analysis***.

Additional skills include:

- User Journey / Persona Creation
- Use Case Creation
- Collaborative Ideation
- Agile/Waterfall Environments

As for software, I work with various prototyping tools and frameworks including Figma, Miro, Axure, Sketch, React, TypeScript, JS & Adobe CS. I find that the particulars of a project usually dictate the tools and approach, therefore I try to keep an open mind about process.

WORK EXPERIENCE

PPL August 2022 - Present

Experience Design Lead (Contractor)

During my time at PPL as an Experience Lead, I partnered with Accenture to analyze IT portfolio items and identify design opportunities that were subsequently explored via research initiatives. Specifically I explored multi-region product integrations via ArcGIS and other platforms to investigate how design could service the employee experience.

Zoic Labs April 2019 – August 2022

Senior UX Designer

As the Senior UX Designer for a premiere data visualization company, my responsibilities include research and discovery for new product development and implementing new ideas into high level designs and rapid prototypes. Recent successful projects include work for DoD, Space Force and DARPA.

Inhance Digital August 2015 - April 2019

Senior UX Designer

I shaped the creation and development of UX strategies for premiere clients including Textron, Raytheon and Microsoft. I collaborated between multiple departments to find the best solutions for the project and the best experience for the user.

K Street Partners June 2014 - July 2015

UX Designer

I developed wireframes, IxD strategies, and user flows to create a UX plan for the Salesforce website. Salesforce extended the contract to include the wireframe development of the Success Hub dashboard.

BBDO Atmosphere Proximity May 2013 - June 2014

UX Designer

I developed the primary UX strategy for an Emirates in-flight video creation app. I also redesigned the information flow for Emirates website to increase booking conversion.

NBC Universal September 2010 - March 2013

Interactive Producer

I created interactive and on-air concepts to promote G4 network programming. I also researched source material for use in online and on-air promotional concepts.

EDUCATION

Columbia University 2006
MFA Film

Swarthmore College 2000
BA Economics/Art

Columbia University June 2007 - August 2010
Digital Project Manager

I managed promotional content and online strategies for departmental events. I provided editing support for event promo videos.

Cybersites April 2001 - September 2003
Interactive Graphic Designer

I created online graphics and layouts for the gaming company website network. I developed ad banners and other intra-site promotional material.