

Vicky Peterson

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Introduction Creative design leader with proven success in delivering great user experiences across web, mobile and other digital media by managing projects and teams to drive strategy, design and execution, translating rough ideas into working, intuitive and elegant customer solutions for a spectrum of digital products

Qualifications Over 10 years of experience in the following:

- Facilitating multidisciplinary teams in a variety of design initiatives including; customer insights, design thinking, journey mapping, prototyping and testing digital experiences to ensuring successful delivery and implementation
- Being a highly organized, natural collaborator, relationship manager and extremely comfortable solving complex problems in many different environments, especially those of ambiguity and uncertainty
- Having an excellent ability to grasp the macro strategic challenges and translate them down to micro solutions with elegant designs that then tie back to the larger end-to-end experience
- Understanding the metrics, goals and impact of design decisions along with providing solid rationales in order to effectively prioritize parameters for the team and the design
- Communicating effectively to delivering clear and concise presentations to a varied audience, including executive-level management, administrative partners and technical team-members
- Being integrally involved in initiating and implementing research and user testing sessions to better define the best experiences
- Deeply understanding and utilizing agile methodologies, environment and scrum workflow

Proficiencies	Expert	Advanced	Proficient
	<ul style="list-style-type: none">• Interaction design• Visual/UI design• Design articulation• Facilitation, design thinking, influence and collaboration	<ul style="list-style-type: none">• Experience strategy• Planning & structuring design work• Navigating the organization• Prototyping	<ul style="list-style-type: none">• Content strategy• Business and product strategy• Information architecture• User research, framing analysis and insights

Relevant Software	Sketch/InVision Adobe CS applications OmniGraffle	Microsoft Office Suite JIRA/Confluence Sharepoint	Familiarity with: Figma, Balsamiq HTML/XHTML, CSS & Javascript
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Education BS in Graphic Design, San Jose State University

Portfolio Please go to www.peterson-design.com to view portfolio samples.

Current Experience **Senior Product Designer (DC4), AVP** [Wells Fargo, San Francisco, CA](#) • May 2014 – present

Lead customer experience and design strategy for platforms and products; represent customer experience to stakeholders of all levels, serving as design "advocate" with the ability to consistently articulate strong design rationale that compels them and connect design decisions to broader strategic visions.

- Provide project leadership and direction to Experience Design team-members including: Producers, Visual Designers, Content Strategists, and Scrum Team Designers
- Participate in roadmap (and epic & feature) planning, project implementation and team integration with stakeholders, development and QA partners
- Present solutions, to partners using strong rationales backed by personas, customer journeys and usability testing results
- Accountable for creating complex, industry-leading user experience design solutions
- Cultivating and strengthening strong internal and external relationships, by continually fostering connections with partners, leadership, internal team-members and mentoring new team-members
- Actively involved with department leadership to improve operations speed, scalability and information transfer by establishing and promoting design guidelines, best practices and accessibility standards along with helping defining interview criteria & questions to improve potential candidate pool

Projects include:

- Digital Branch Waitlist (COVID) - Lead the experience design team in the creation of an Omnichannel waitlist app required due to the new requirements limiting people inside branches. This is a brand new, innovative technology for the bank, allowing the walk up branch users to get onto a waitlist outside with minimal human to human contact while they wait.
- SMB Payment Protection Program (COVID) - Create a highly accelerated loan application for our Small Business customers to allow them to quickly apply for a PPP loan as mandated by the CARES act.
- Product Selector - Lead a Value Stream design team to create a simple Omnichannel digital product comparison & selection tool for consumer deposits. Then expand upon that with an improved design based on user testing results and ongoing discovery design explorations. Also interface with other product teams utilizing the same tool concept to maintain constancy.
- EFS Fed/Private Consolidation (Student Loan Calculator) – As project lead, design a brand new calculator tool to assist customers before they apply, keeping the momentum and communication lines open on a fast tracked project requiring 2 design teams, across multiple technology platforms.
- Credit Card Product Redesign – Lead the experience design team on a large-scale agile project, redesigning the experience for the entire credit card product sales portal overcoming platform, process and integration challenges.

- Current Experience** **Senior Product Designer (DC4), AVP** Wells Fargo, San Francisco, CA • May 2014 – present
Projects include (continued):
- Credit Card Digital Incubator - Card Match Squad - Partner with the project scrum team as the design lead to guide the prequalification portion of the Card Match experience, using my extensive knowledge of the CCDP phase 1 effort.
 - Common Customer Decisioning Pilot (CCDP) - Work as Interaction Design Lead with business partners to finish the implementation of phase 1 of a brand new product tool, involving soft credit pulls, a new platform and promoting the idea of credit attached to the customer, not just the need.
 - Customer Borrowing Experience Northstar - Collaborative Design Initiative - Lead the entire business team in the creation of a fast turn-around high-level executive leadership design presentation and prototype of 3 distinct user scenarios showcasing different capabilities of the proposed Customer Borrowing tool.
 - Rewards – My Current Offer Commercialization - Support scrum as Value Stream SME - Work closely with Scrum Designer to refine and adjust tool design to support existing standards, design patterns and help with new concepts to appropriately solve the variety of issues that arise during the scrum cycle.
 - High Net Worth Credit Card – Manag the design team in implementing a complex account solution to provide unique benefits to high net worth credit customers dealing with serious platform and governance hurdles.
 - Auto and Home Loan Online Application Initiative – Provide solutions, leadership and organization, representing the design team on 2 large-scale web projects with major design and platform upgrade challenges.
 - Live Chat for the OSMP Auto Loans – Create design mockups and wires and manage visual design for vendor implementation
 - EMV Credit Card Landing Page – manage a small team creating a microsite utilizing the Tridion CMS.

- Past Experience** **UI/UX Visual Designer** SAP, Palo Alto, CA • April 2014 – May 2014
Create and visualize innovative and responsive product prototypes, working across multiple devices for The SAP Cloud for Customer Product.
- Turn ideas and requirements into visual design assets to create concrete screen prototypes.
 - Actively own and contribute to product brainstorming, user research, interaction and visual design sessions.
 - Collaborate closely with design team members, user researchers, product managers and developers.
 - Work on multiple products and topics, spread across our teams in various locations.

- Creative Services Manager** Colliers-International, San Jose, CA • Sep 2013 – March 2014
Manage and direct the creation of collateral, advertising components, presentations and digital marketing for both internal and external clients.
- Lead and direct the creative work of the marketing team regionally.
 - Develop creative programs and design concepts to establish creative direction for the entire line of services and programs that meet the business objectives and advance our client's brand strategy.

- Senior Visual Designer** Symantec, Mountain View, CA • Jan 2012 – Sep 2013
Design and implement a wide range of web pages, and other visual needs for the Online Marketing group.
- Design UI for Next Generation Network Protection Mobile App.
 - Research educate and lead visual design team on new technologies and to create responsive design solutions for campaign marketing pages and the next phase of the Symantec Enterprise global website.
 - Design necessary assets for the Symantec Enterprise global and Velocity Brand websites.
 - Work with development team in an agile and international environment to design, direct and create page mockups to guide in the creation of page templates within the global website framework and CMS.

- Senior Visual Designer - Mobile UI** Teleca Communications, Mountain View, CA • Aug 2011 – Dec 2011
Work side-by-side with creative, product, and development teams within an international agile environment, translating conceptual ideas into highly engaging and compelling visual presentations and design solutions.
- Create Interaction wire frames for a variety of mobile game apps.
 - Design visual mockups and created all required app, store screens and icons assets for game and management mobile apps.
 - Provide visual design asset production and QA support on the Ford/Microsoft Synch infotainment console.

- Mobile UI, Web and Marketing Designer** Halosys Technologies Inc, Santa Clara, CA • Apr 2011 – Aug 2011
Develop mobile app user experience, web design, interactive ads and product marketing collateral/solutions
- Create UX flows, wire frames, and visual design assets for:
 - Halosys website redesign
 - Pridikt social media mobile app – iOS
 - DealzToday biz website
 - SV Herald news app - iOS (ipad)
 - Sandisk management suite apps (MyPO, MyPLM, MyCLM) – iOS
 - Equinix onsite management tool mobile app - iOS (ipad)

- Owner/Design Director** Peterson-Design • Apr 2009 – Aug 2011
Assist client's marketing efforts in all strategic media, producing complete creative solutions.
- Create e-commerce website designs, wireframes and visual design assets by either interfacing with developers or building them myself to create effective digital design solutions for my clients.
 - Produce and edit visual design solutions such as buttons, headers, menu bars, and Flash animations.
Clients Include: Silicon Valley Bank, Naval Postgraduate School - Monterey, Cornish & Carey Commercial, Zero Motorcycles, Taproot Foundation, Heritage Web Solutions, Johnson Lyman LLC, Virtuosant

- Senior Graphic Designer/Art Director** CTB/McGraw-Hill, Monterey, CA • Jun 2005 - Apr 2009
- Produce digital & print-based media design solutions, from concept to completion, and manage special projects.
 - Maintain data systems and file base, supporting organization structure for the creative team.