

## Contact

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[pivens.com](http://pivens.com) (Portfolio)

## Top Skills

Systems Design

Mentoring

User Experience (UX)

## Certifications

Adobe Flash Developer Certified

UX Certification - Interaction Design  
Specialty

UX Certificate

# Charles Peterson

Neilsen Norman UX Certified UX/UI Specialist and Visual Design  
Vancouver, Washington, United States

## Summary

25 years of experience as a Visual Designer, UX/UI Specialist, Front-End Developer. I'm very curious about user behaviors and human psychology. I have a passion for UX, Visual Design, and Motion Graphics.

You can view my portfolio at [www.Pivens.com](http://www.Pivens.com)

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## Experience

Frontdoor, Inc.

1 year 10 months

User Experience Manager

September 2023 - Present (6 months)

Sr. UX Designer

May 2022 - Present (1 year 10 months)

Answers

UX/UI Lead

May 2020 - May 2022 (2 years 1 month)

As the UI/UX Lead I translated high-level requirements into engaging user experiences within the Product Team. I establish the UI/UX processes for design and validation of designs which included the development of design guidelines and standards, usability validation, journey mapping, and persona development. I also establish and selected the tools used by the UI/UX design team to complete tasks. Conducted user research activities such as user interviews, observations and user surveys. Compiled quantitative data and analyzed results to make informed decisions backed by data. I also was a mentor to other UI/UX designers within my team.

Ultimate Team Gear

Senior UX/UI Designer

March 2015 - May 2020 (5 years 3 months)

United States

UX/UI Design, Visual Design, and Front-End development for a company that is the leader in sublimated sporting apparel for many sports with a focus on Darts, Pool, eSports, Bowling and Fishing.

Planned and designed the information architecture for the multiple websites around user-centric design. This required me to conduct user research to identify the users' needs and understand how users consume and navigate content. To translate my research to the team I created sitemaps, personas, wireframes and prototypes using Sketch and Figma.

I have also spent a vast amount of time identifying and executing the companies brand identity and awareness, marketing strategies, and product design. Some of the tools used for visual assets and design included Figma, Sketch, AfterEffects, Photoshop, Illustrator, Blender and BannerSnack.

I utilized my developer skills by building multiple websites using HTML/CSS/ Javascript, Node.js, Angular.js, Express.js, and Mongo.

## Rosetta Stone

### User Experience Lead

February 2013 - March 2015 (2 years 2 months)

Austin, texas

As a UX Lead/Manager, I oversaw a team of UX Designers and Developers, collaborating to transform concepts into immersive, user-friendly experiences within an agile framework. I crafted and communicated strategic visions and roadmaps through persuasive presentations, ensuring alignment with company objectives. Collaborating closely with Project Managers and Product Owners, I ensured timely and budget-conscious project delivery. My responsibilities extended to translating UI/UX design wireframes into functional code and creating visual, interactive prototypes. Leveraging my expertise, I bridged the gap between design concepts and technical implementation, facilitating seamless integration of graphical elements into the final product.

Responsible for translation of the UI/UX design wireframes to actual code and produced visual and interactive prototypes. I used my knowledge and experience bridge the gap between graphical design and technical implementation.

## Meebo/Google

### Sr. Flash Developer/Designer

January 2011 - February 2013 (2 years 2 months)

Mountain View, CA

I managed the ActionScript 3 code base for the Flash ads platform, ensuring its development and maintenance. Additionally, I created, maintained, and documented various interactive ad templates for clients/partners, incorporating features like user interaction tracking, geo-location services, and data feeds integration from platforms like Facebook, Twitter, Pinterest, BestBuy, and PriceGrabber.

My daily responsibilities involved providing support to the Flash design and development team, debugging issues, and developing custom scripts as needed. I also designed and constructed custom Flash rich-media ad units from scratch and generated high-fidelity interactive prototypes for different departments and products.

Beyond my regular tasks, I collaborated with JavaScript engineers to enhance the performance and flexibility of the ads platform. I also spearheaded projects such as creating proof of concept solutions through high-fidelity prototypes.

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