

Contact

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Top Skills

Web Design

HTML5

JavaScript

Certifications

Adobe Flash Developer Certified

UX Certification - Interaction Design
Specialty

UX Certificate

Charles Peterson

Neilsen Norman UX Certified UX/UI Specialist and Visual Design
Austin

Summary

25 years of experience as a Visual Designer, UX/UI Specialist, Front-End Developer. I have a passion and interest for UX, Visual Design, and Motion Graphics.

Experience

Answers

UX/UI Lead

May 2020 - Present (1 year 11 months)

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

UX/UI Designer

March 2015 - Present (7 years 1 month)

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

Managed a team of UX Designers and UX Developers to turn ideas into engaging and intuitively usable interactive experiences in an agile environment. Created and delivered compelling presentations to articulate the strategies and roadmaps for the companies vision. Worked closely with Project Managers and Product Owners to deliver on-time and on budget deliverables.

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.

PayPal

Sr. Front-End Developer/iOS Developer (Contract)

September 2012 - February 2013 (6 months)

San Jose, CA

AS3/ActionScript/iOS developer designing and developing fully interactive rapid prototypes with a code base used in production.

Meebo/Google

Sr. Flash Developer/Designer

January 2011 - September 2012 (1 year 9 months)

Mountain View, CA

Developed and maintained the ActionScript 3 code base for the Flash ads platform. Developed, maintained and documented all interactive ad templates for clients/partners which included but not limited to tracking for all user interactions, geo-location services, web services and data feeds from Facebook, Twitter, Pinterest, BestBuy, PriceGrabber and many more.

Daily duties included supporting the team of Flash designers, developers and contractors by debugging and developing custom scripts for particular needs. Other daily tasks included designing and building custom Flash rich-media ad units from scratch as well as creating hi-fidelity interactive prototypes for various departments and products.

Projects and tasks outside of normal duties included working with JavaScript engineers to increase better performance and flexibility of the ads platform. Creating proof of concepts solutions with hi fidelity prototypes.

Freelance Flash Developer

Flash Developer/Designer

June 2006 - January 2011 (4 years 8 months)

Utilized my expertise to create high-performance Flash based rich internet applications (RIA) and portals for LeapFrog.com. Other projects included a complete Web Accessibility Assessment using W3C standards for Wal-Mart's retail site, UI design for Abbott Labs, as well as various Flash based prototypes for various clients.

Created interactive media for the largest broadband touch screen media network in the United States. Develop a range of complex object-oriented ActionScript-based applications, games and mini-sites. Other duties included creating interactive prototypes, designing and implementing website redesign and creating a Flash Developer Standards documentation.

Worked with Fortune 500 clients on back-end coding for large e-Learning projects dealing with video and animation. Interfaced with graphic designers to develop complex Flash interfaces and applications using classes, interfaces, events, and component development. Managed the technical development of back-end assets and libraries to be assigned to contractors. Experience developing with SCORM conformity requirements.

A.S.K. Learning

Flash Developer

May 2001 - October 2006 (5 years 6 months)
