

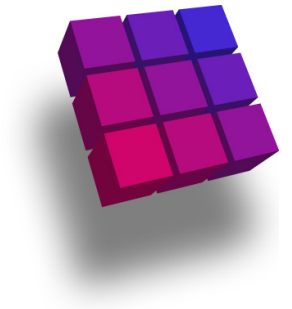
PETE FECTEAU

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Portfolio: <http://buttonpresser.com>



SENIOR UX/UI DESIGNER:

I'm excited to bring the users needs and desires into the conversation, not just the spec sheet. I'm passionate about refining the design process to be lightweight and effective in agile software teams. I work in parallel to build tools and educate teams to be better design thinkers and help companies scale faster.

SKILLS:

User experience research, lean design, visual design, interaction design, sketching, wireframing, informational architecture, prototyping, A/B testing, Google Analytics, Photoshop, Illustrator, InDesign, HTML5, CSS3, SCSS, Javascript/jQuery, Git, SEO, JIRA, Pivotal Tracker, email marketing

Senior UX Designer - Atlassian

3/14 - 4/15

Built delightful user experiences in the marketplace and purchasing teams. Shaped design process for both small teams and larger design body.

- 180% increase in 3rd-party developer pay-outs
- Constructed system for tracking research users company wide
- Conducted in-person interviews, focus groups, user surveys, and sentiment charting sessions
- Slashed design overhead and process to fit into one-week sprints
- Empowered devs and PMs to use design concepts and tools
- Public speaking engagements in Berlin & Sydney

Prototype Designer - Granicus

6/12 - 1/14

Lead designer for the CTO and CivicIdeas teams focused on young, experimental, expansion projects. Overhauled products using frameworks and agile methodologies.

- Brought industry-changing product from napkin sketch to beta launch
- Pioneered company's user research process and conducted deep research
- Helped highlight new verticals through research and analytics
- Completely rebuilt application using custom front-end framework

Fellow - Code for America

1/11 - 11/11

Worked with federal and city government agencies to develop new ways to encourage online community engagement. Helped establish organization into thriving entity it is today.

- Received bespoke training from industry leaders
- Collaborated with staff to produce branding assets and technical writing for organization
- Developed script for and conducted over 100 in-person research interviews
- Organized and ran multiple tech sector events in Philadelphia and San Francisco
- Launched Philadelphia's first public transit app, Septa.mobi
- Helped build veteran job search app with Whitehouse + DoVA

Continued...

Graphic Design/Online Communications - The Salvation Army

8/09 - 12/10

Produced CMS-driven websites and social media profiles for 30+ locations. Co-founded the young-adult advisory board. Created "Bell Ringer's Blend" coffee fundraiser with \$200k raised. Helped raise over \$40m for Kroc Community Center.

Contract Front-end Designer - Mobil Travel Guide

9/08 - 2/09

Spawned a wide array of static, online content by working closely with copywriters and strategists. Created a multi-author WordPress blog. Introduced and implemented SEO best-practices to improve traffic over 1000%. Created a micro-site for luxury rating system.

Design Integrator - Spout

8/07 - 8/08

Generated rich-content emails and newsletters for audience of 1.2 million people. Responsible for 400% increase site traffic using SEO best-practices. Conceived of the web's first online scavenger hunt garnering two million page views over a single weekend.

Intern - Hanon-McKendry

1/05 - 5/05

Helped create a searchable library of projects for IT department. Provided creative and technical input on web-based projects. Fetched gallons of coffee.

EDUCATION:

BFA - Digital Media Design

8/03 - 5/07

Kendall College of Art & Design, Grand Rapids MI.

Illustration and Graphic Design

8/01 - 5/03

Plymouth State University, Plymouth NH.

