

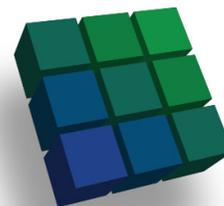
# PETE FECTEAU

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## 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. I work to build tools and educate teams to be better design thinkers. I help companies scale faster.

## SKILLS:

User experience research, lean design methodologies, interaction design, sketching, wireframing, informational architecture, prototyping, A/B testing, Google Analytics, Photoshop, Illustrator, InDesign, HTML5, CSS3, SCSS, Javascript/jQuery, Git, SEO, JIRA, email marketing, and many more.

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### UX Specialist - DNA

12/15 - 4/17

Planning and executing field work, subsequent research synthesis, and delivery of relevant artifacts. Using research-based data to create innovative experiences across a range of public and private sector clients.

- Leadership through UX research planning, interviewing, synthesis, and deliver
- Brain-storming and prototyping to successfully win RFP bids
- High standards for web accessibility, usability, and SEO
- Focus on written content as a usability element
- Business goal oriented, self-driven time management
- Mentoring young/small companies to healthy design thinking
- Promoted metric/analytic driven reviews as a new revenue stream

### 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

Continued...

### **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

### **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.

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### **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.

