



UX DESIGN

PETER LEWIS

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UX Designer – Interactive Experiences

My approach to designing *HCI* digital experiences is driven by a *user-centric, Outside-In* approach to *Design Thinking*. Drawing on the principles of *Human Centered Design*, I strive to build empathy with the user in their work environment as they engage with tools intended to enable the successful achievement of their goals.

ACCOMPLISHMENTS

UX Designer, John Deere (contract through Artech) February 2023-March 2025
Seattle, Washington

- **Jobsite Safety - Onboard Camera Interactions and Visual Alerts** – Incorporated feature specifications, technical specs, functional safety requirements and customer usability research into the UX design for the next generation multi-camera display with integrated sensor safety feedback.
- **Information Architecture Design** – Designed the supporting settings menus for the Camera systems to enable operators to set up and calibrate their cameras and environment detection systems to suit their operating preferences.
- **System Calibrations and Diagnostics** – To support the *Right to Repair* needs of our customers I designed calibration and diagnostic *Interaction Flows* to enable owners and operators the ability to diagnose and calibrate camera systems that had previously been done during manufacturing or through manufacturer service contracts.

UX Design, Seismic Squirrel
Seattle, Washington

June 2021-September 2022

- **UX Strategy** – Identified target audience, building *empathy* with the core game experience showing the touchpoints and emotional alignment between the player and the game experience. **Artifacts:** Experience Flow Diagrams, Journey Maps, Player Personas, Empathy Maps.
- **IA and Interaction Design** – Analyzed *mental models with decision touchpoints* while a player navigates the *core game loop* and metagame features to *define* player facing feedback and supporting interaction patterns across the game experience.
- **Prototyping and Iteration** – Using *Lean Design* and *Agile Development* processes I established a cross-functional *UX mindset* based on *human-centered design principles*, *rapid prototyping*, *regular user testing*, and *iterative development*.
- **User Research** – Established an end-to-end usability research plan that incorporated regular user testing across multiple areas of game design including *Narrative Usability*, *Game Flow*, and *Core Interactive Systems Usability*.

UX Design Skills:

Strategy & Analysis
Information Archt.
Interaction Design
User Flows
Empathy Maps
Wireframes
Lo-Fi Prototypes
Hi-Fi Prototypes
User Research

Design Tools:

Adobe CC
-Photoshop
-Illustrator
-XD
-After Effects
Axure RP
Visio
Sketch
Figma
Unity

Other Prod. Tools:

Microsoft Office
Agile Management
JIRA
Confluence
SourceSafe
Perforce
SVN

UX Certifications:



Interaction Design
Specialty



Designing for
AR/VR
Design Thinking
Information Vis.
Usability Testing
User Research
Gestalt Psychology

UX Design Research, JobLandr
Seattle, Washington

January 2021-present

- **Research Strategy** – Evaluated current vision and design for a *SaaS* product identifying gaps in understanding that could be addressed with *User Research* and *Usability Testing* producing a multi-phased Research Plan. **Artifacts:** Research Plan Roadmap, Test Plans.
- **Design and Usability Alignment** – Worked closely with Product Managers to develop a schedule of deliverables and milestones to validate design hypotheses and inform design decisions with user research. **Artifacts:** Test Plans, Usability Testing, Research Summaries.

UX Designer, Aquent Studios; Client: Microsoft
Seattle, Washington

June – August 2019

- **IA Analysis** - Evaluated and documented the current Information Architecture and User Flow of a successful console game interface giving the design team a comprehensive map of the complete user interface and flow to support adapting the console interface to a PC, mouse driven experience. **Artifacts:** Functional Flow Diagram.
- **Interaction Design** – Using *HCI* principles I adapted console, game controller, interaction patterns into interaction solutions that met the needs and expectations of a mouse driven user interface. **Artifacts:** Azure RP Low-Fidelity Interactive Prototypes
- **Rapid Prototyping** - Using *Photoshop*, *Illustrator* and *Axure RP* I created wireframes and high-fidelity interactive prototypes to test our design solutions and provide a platform for testing solutions and rapid iteration. **Artifacts:** Azure RP Low-Fidelity Interactive Prototypes, Medium-Fidelity Interactive Prototypes

Sr. UX Designer, DoubleDown Interactive
Seattle, Washington

August 2013 – February 2019

- **UX Strategy** – Collaborated with the product management team to Integrate a user focused, end-to-end, design process from UX Strategy, Scope and Risk Assessment through Interaction Design, Information Architecture, Interface Design and Visual Design delivering effective solutions that deliver fun and delight to gamers.
- **Analytics & Design** - Evaluated performance metrics with Product Managers and key stakeholders using Amplitude and internal analytic tools as well as *Market Research* and *Usability Testing* to identify opportunities for improvement and growth and design engaging solutions that targeted those areas.

Art Lead, Disney Interactive (Contract)
Redmond, Washington

October 2011 – January 2013

- **Platform Change** - Oversaw all aspects of art production on a WEB to Mobile technology platform shift from Flash to HTML to move the popular kids app, Club Penguin, onto mobile platforms and native iOS.
- **Design Strategy** - Help deliver a consistent user experience through the transition from Flash to HTML and native iOS platforms.

Brain & Technology
Psychology of
Interaction Design
Gamification
UX Management

EDUCATION:
University of
Denver, BFA

California Institute
of the Arts
Motion Graphics
MFA program (*no*
degree)

UX/UI Designer, Screenlife Games

December 2010 - September 2011

Seattle, Washington

- **User Experience Analysis & Design** - Re-designed elements of the UI that broke with standard design principles for the Facebook version of the game, "Scene It? Movies", improving both the usability of the application as well as giving the game a more polished look overall.
- **UX Strategy, IA, IxD & UI Visual Design** - Ground-up re-designed of the app including a new, *User Generated Content* feature for building shareable content with an accessible functional flow enabling nearly instantaneous publishing of content.

Creative Lead, Reality Gap

April 2009 - August 2010

Seattle, Washington

- **Web Design** - Designed and managed the development of the web site for Battleswarm: Field of Honor, a MMOG defining both Visual Design and UX to drive sales of virtual goods.

Microsoft, MGS August 2006 – March 2009

Redmond, Washington

Art Lead – ACES Studio, ESP (January 2008 – March 2009)

- **Product Design Strategy** - Coordinated content development and *data driven content pipelines* and *procedures* enabling data driven mission building for non-technical users.

Knowledge Sharing

Technical Writing

Charles River Media, 2005, 2nd Ed. 2009
"Introduction to Game Development", Ch6
"Lighting", "Cinematography"

Technical Editor:

"Animating Real Time Characters", Steed
"Modeling a Character in 3DS Max", Steed

Teaching

University of Washington,
2003 – 2006
"Project Management and Storyboarding",
"Game Animation Project"

DigiPen Institute of Technology,
1999 – 2000, Computer Animation Inst.