

Peter Ogden

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Summary: Colleagues find me to be open-minded, collaborative, and multi-skilled in the UX space. I have experience and passion for the end-to-end process of researching, ideation, and testing complex feature sets. My background in visual and motion design, combined with empathy, curiosity, and commitment provide a unique, holistic approach to delivering accessible, pragmatic solutions. As a follower of industry trends and desire to learn new technologies and processes, I easily collaborate across groups and development teams.

Experience: **Multifaceted design projects, Madhat design**

2001 – Present

Providing team leadership and creative direction to produce digital content for government, corporate, and small business clients. Worked on a wide range of marketing and training programs focusing on internal FTEs, external vendors and customers. In recent months, I have crafted experiences for both a digital sports marketing platform and an internal compliance dashboard. Handled usability studies supporting an early stage financial planning application to research visitor drop off.

User Experience Designer, Redmond Technology Partners

December 2016 – April 2017

Led user experience efforts for concurrent client projects:

- Microsoft Innovation Center
- City of Seattle
- A financial services ecommerce solution
- Northwest Parkinson's Foundation

Conducted surveys, stakeholder interviews, competitive analysis, and metric evaluation to shape key customer insights. Formulated content strategy and designed responsive wire and hi fidelity screens. Analyzed results from card sorting exercises and presented extensive sitemap and taxonomy to stakeholders.

User Experience Designer, Hero Creative

March 2016 – March 2016

UX designer on a team of three, delivering a prototype and UX specification for a system to manage multiple social media accounts within the property management space. Domain research included competitive and comparative analysis on the services of Respage, Hootsuite, and SproutSocial.

In addition to maintaining team schedule, I sourced, scheduled, and interviewed 7 property managers for data collection, leading to the discovery and ideation of features not addressed by competitor's applications. Contributed as valued team member to the crafting of use cases, storyboards, personas, user flows, UI features, and prototypes. As a team, we ran two rounds of testing and iterated on the results.

User Experience Designer, General Assembly

January 2016 – March 2016

In this 10 week, 10-to-12-hours per day, UX immersive course, I implemented end-to-end design sprints for solo and group based projects. Skills used were user research, design, and usability testing, with iterations between each step.

User Experience Designer, Microsoft LCA Centralized Publishing

June 2013 – January 2015

UX designer on a team of three, redesigning and migrating internal Microsoft LCA site of 4,000+ pages to the cloud. Worked with PM, development, and usability to develop IA, user flows, usability prototypes, and UX guidelines, while aligning with corporate brand specifications. Partnered with content team to establish uniform standards within a centralized publishing model, resulting in the specification for eight templates which I added and maintained within our group design spec. Observed usability studies and shared feedback with team. By participating in weekly scrum meetings, I negotiated custom and out of box SharePoint solutions with development team. These efforts produced clean, consistent, and engaging experiences across desktop and mobile devices.

User Experience Designer, MSN Customized Advertising Solutions

December 2012 – May 2013

As one of two designers, I created brand-driven digital experience campaigns on MSN for companies such as Jim Beam, State Farm, Proctor & Gamble, and more. These included custom branded microsites of various levels, utilizing web based video stories, articles, galleries, social media, and custom tools.

Motion Design and Content strategy, Microsoft Windows Phone versions 7, 8, and 8.5

May 2011 – July 2014

Established rich media marketing, training, and on-boarding solutions for Windows Phone. Put into effect the authoring and localization processes which reduced overall localization costs and guaranteed consistent, superior quality across desktop and mobile experiences in more than two dozen countries. My efforts resulted in hundreds of thousands of impressions on windowsphone.com, YouTube, and other social channels.

Motion Design and Content strategy, Microsoft Windows Vista, Windows 7, and Windows Live

October 2005 – December 2010

Produced over 100 animated, live action and screencast videos in support of Windows Vista, Windows 7, and Windows Live. Researched software limitations with After Effects and Photoshop to establish solid localization processes and presented findings to stakeholders. Led and mentored 15-person team to output 18 animated tutorials into 50 languages with extreme deadlines, resulting in millions of impressions, worldwide

Education Certificate, User Experience Design Immersive

General Assembly, Seattle, Washington

Bachelor of Science Degree, Visual Communications

Western Washington University, Bellingham, Washington