

PETER OGDEN

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UX / VISUAL / MOTION

Mighty Team of One, Leveraging Pragmatic UX Design to Craft User-Centric Solutions through Creative Solution-Providing & Collaboration.

Strong foundations in visual and motion design, combined with a blend of empathy, curiosity, and commitment, enable the creation of practical and inclusive solutions. A passion for cross platform design in both physical and virtual worlds allows for meeting stakeholder needs and achieving business objectives.

- **UX & Visual / Motion Design**
- **Interaction Design & user Flows**
- **Brand Integration & Strategic Communication**
- **Innovative Ideation & Creative Problem Solving**
- **Cross Platform Design**
- **AR Design & Development**
- **User Research & Usability Testing**
- **Prototyping & Concept Development**
- **Information Architecture & Navigation Design**
- **Analytics & Data-Driven Decision Making**

PROFESSIONAL EXPERIENCE

T-MOBILE, Bellevue, WA

2017 - 2023

Senior Creative Production, Technology Communications Organization

2020 - 2023

Led creative process and oversaw design of impactful communication materials for President of Technology and executive team, with primary focus on revitalizing messaging. Provided integral support in creating and managing various communication materials, including emails, blog posts, presentations, newsletters, and graphics, all in alignment with Un-carrier brand.

- Established dynamic media asset library and templates that represented brand, incorporating motion and static elements to ensure consistency across all channels and enhance engagement.
- Collaborated in development and implementation of strategic communication plans for technology organization, benefiting over 6.9K employees.

Senior Innovation Designer, Tech Experience Innovation Lab

2017 - 2020

Specialized in crafting forward-thinking interactive experiences to showcase T-Mobile's 5G network technologies and narratives. Presented experiences internally and at major industry events, including CES, MWC, and Dreamforce and photography-related events like PhotoPlus Expo. Provided platform to gather qualitative data on user interactions and discover unique stories.

- Conceptualized and executed 2 distinctive Augmented Reality experiences, integrating brand awareness and company mission.
 - Coordinated logistics, implemented necessary design details, and maintained relationships with supplemental vendors.
 - Transformed wine bottles from glass and cork and baseball cards from cardboard and statistics, offering accessible introduction to world of Augmented Reality.
- Engineered all-in-1 interactive kiosk spotlighting 4 vital smart IOT initiatives: waste management, street lighting, flood abatement, and parking, offering glimpse into 5G world and featuring forward-thinking video content.
 - Consistent and clean UI design unified diverse applications into seamless user experience.
 - Created branded housing for screen and hydraulic lift through vendor collaboration, allowing for tabletop or presentation use.

T-MOBILE (Continued)

- Owned operations of substantial 20-foot digital touch screen in innovation lab, delivering interactive 5G network experiences.
 - Designed presentations with user-centric perspective for key stakeholders, including CEO, CTO, and other C-level stakeholders, ensuring impactful engagement with diverse audiences.
 - Leveraged screen to showcase content vital to business needs.

REDTECH CONSULTING, Bellevue, WA

2016 - 2017

User Experience Designer

Led user experience efforts with concurrent client projects, including Microsoft Innovation Center, City of Seattle, and Northwest Parkinson's Foundation.

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

MICROSOFT, Redmond, WA

2011 - 2016

User Experience Designer, LCA Centralized Publishing**2014 - 2016**

Functioned as UX designer on team of 3, redesigning and migrating internal Microsoft LCA site of 4K+ pages to cloud. Worked with PM, development, and usability to develop IA, user flows, usability prototypes, and UX guidelines, while aligning with corporate brand specifications. Observed usability studies and shared feedback with team.

- Partnered with content team to establish uniform standards within centralized publishing model, resulting in specification for 8 templates added and maintained within group design spec.
- Negotiated custom and out-of-box SharePoint solutions with development team by participating in weekly scrum meetings.

User Experience Designer, MSN Customized Advertising Solutions**2013 - 2014**

Created brand-driven digital experience campaigns on MSN as 1 of 2 designers for companies, such as Jim Beam, State Farm, and Proctor & Gamble. Included custom-branded microsites of various levels, utilizing web-based video stories, articles, galleries, social media, and custom tools.

- Delivered clear UX specifications to development team during implementation processes, reducing errors and churn on front end.

Motion Design and Content strategy**2011 - 2013**

Microsoft Windows Phone versions 7, 8, and 8.5

Developed rich media marketing, training, and onboarding solutions for Windows Phone.

- Drove authoring and localization processes, decreasing overall localization costs and guaranteeing consistent, superior quality across desktop and mobile experiences in more than 24 countries. Also resulted in hundreds of thousands of impressions on windowsphone.com, YouTube, and other social channels.

Previous Roles Include:**Motion Design and Content strategy**, Microsoft Windows Vista, Windows 7, and Windows Live**UX and Visual Design**, Microsoft Digital Image Pro and Picture It! versions 7, 9, 10**EDUCATION**

Bachelor of Science Degree (BS), Visual Communications,
Western Washington University, Bellingham, WA