

BRET PETERSEN

UX DESIGNER
INTERACTIVE ART DIRECTOR
ANIMATOR

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PROFILE

My point of view, and a few thoughts on my profession:

I'm focused on connecting everyday users with emerging technology. I care about the user and consider the *motion design* and *UI design* to be crucial in creating effective, intuitive interfaces. I like *prototyping* – it helps me think through interactions and discover new possibilities.

I really love street biking, live comedy, and live music. I enjoy meeting new people and learning new things :)

SKILLS

I have experience working with teams to brainstorm and whiteboard concepts. I can create *wireframes* at varying levels of fidelity, and enjoy *prototyping* ideas. I have some *front-end coding* experience, and enjoy working with devs to build ideas out.

Software and code that I work with:

- Sketch
- Photoshop
- Illustrator
- Invision
- After Effects
- Adobe XD
- InDesign
- HTML, CSS & JavaScript

EDUCATION

UX Certificate Summer 2019
Brainco (Minneapolis, MN)

BFA in Graphic Design 2000 - 2004
University of Minnesota Duluth

- Cum Laude, 2004
- Departmental Honors, 2004

UX TRAINING NOTES

While obtaining my *UX Certificate at Brainco* (summer 2019) I learned about every aspect of the *world of UX Design*. My project was particularly related to shipping and how the user interacts within an experience with shipping options. I led and participated as an observer in *user interviews* and *usability test sessions*. I also reviewed and came to *understand usability test findings* and updated designs accordingly. My project started at initial stages and ended at the prototyping phase.

[Keep it Custom prototype \(link\)](#)

WORK EXPERIENCE

Design Consultant

September 2016 - present

Over the last three years I have had the opportunity to work with *Fallon, United Health Group, Spinifex Group, Target, Doremus, Lift, and CBS Interactive*. The projects I worked on assisted in getting me more experience in the world of User Experience Design (UXD).

- Low-fidelity and high-fidelity UX/UI prototyping for healthcare, administrative, retail, and ad agency industries.
- Wireframing for a digital agency website and interactive online advertisements.
- Competitive analysis and research for physical retail, online retail, and complex ad agency projects.

Personal Capital (San Francisco, CA)

September 2014 - July 2016

Senior Interactive Designer

I was the lead designer on the marketing team and was in charge of all visual design on our website, marketing campaigns, and various product projects. I collaborated with UX peers to advance our financial product. I also led creating a pattern library with both our product designers and developers while working within an agile environment with the product team.

Design Consultant (San Francisco, CA)

July 2013 - August 2014

Over the course of this year I had the opportunity to work on projects with *AKQA, Google, Creature, Cibo, and Moonshot Ventures*.

- I worked on prototyping the interactive online experience of Google Ads using Photoshop and Adobe Animate.
- Designed UI for Target and Visa desktop and mobile websites.
- Mobile and desktop designer for the online retail experiences.

Organic Inc. (San Francisco, CA)

February 2010 - June 2013

Senior Designer

I worked on design and animation for brands such as Intel, Nike, Bank of America, Quaker, and Nature's Way.

Freestyle Interactive (San Francisco, CA)

January 2007 - February 2010

Designer

I designed and built interactive ads for EA and Boost Mobile using Photoshop and Flash.

Agency.com (San Francisco, CA)

October 2005 - January 2007

Designer

I animated and designed ads for Miller, Lexus, Fisher Price, and Shutterfly using Photoshop and Flash.