**Peter L. Maziak**

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**SUMMARY**

Skilled user experience designer with over 15 years of professional experience with web and digital products, including design, research, development, management, and mentoring:

* Worked in-house and agency side on brands such as Target, Toyota, MGM Resorts, Medtronic, Metrolink
* Designed UX of mobile applications (iOS Native iPhone/iPad) and responsive websites
* Created UX documentation and deliverables: wireframes, annotations, sitemaps, user flows, storyboards, mockups, low and high fidelity interactive prototypes, heuristic evaluations
* Conducted UX research: personas, scenarios, stakeholder interviews, user needs analysis, usability testing, play testing, task analysis, contextual inquiry, content inventory/audit, competitive analysis
* Gathered, defined, and reconciled user, business, and technical requirements; specified solutions
* Designed information architecture, user interface for web sites utilizing CMS, and optimized for SEO
* Worked in international multidisciplinary teams of designers, researchers, and developers on products through entire software development lifecycle, including requirements gathering, analysis, design, testing, training, and implementation, utilizing Scrum and Agile methodologies
* Dedicated problem solver; extremely detail-oriented, flexible, and motivated to work in a fast-paced, demanding environment with aggressive development schedules

**TECHNICAL SKILLS**

**Software**

* *Adobe Creative Cloud*: XD, InDesign, Photoshop, Illustrator, Dreamweaver, Premiere, Acrobat
* *Wireframe/Prototype:* Sketch, Axure RP, InVision, Zeplin, OmniGraffle, Balsamiq, Justinmind
* *Mobile*: iOS Native, Android **•** *CMS***:** WordPress, Drupal **•** *Frameworks*: Bootstrap, jQuery, Prototype, Angular
* *Google*: Analytics, Map Maker **•** Pendo, Mixpanel, JIRA, YouTrack, Basecamp, Box.com, Trello
* *Social Media Marketing*: Facebook Pages, YouTube Pages, MailChimp, Twitter, etc.
* *Microsoft*: Visio, Project, SharePoint, Word, Excel, PowerPoint, Access, Publisher
* CVS, VPN, VNC, SSH, FTP, GitHub, Charles **•** Eclipse IBM Rational/WebSphere **•** Final Cut Pro

**Technologies**

* HTML5, CSS3, SASS, JavaScript, CMS; Working knowledge: ActionScript, XML, Ajax, DHTML, PHP, JSP

**PROFESSIONAL EXPERIENCE**

**Sr. UX Strategist** 9/2017 – 3/2018

Genius Sports, Santa Monica, CA

* Developed UX strategy of products in partnership with MGM, MLB, NBA, PGA, Premier League, FIBA, etc
* Created UX design of responsive websites and mobile apps; supervised personnel; international team
* Conducted stakeholder interviews, user interviews; Gathered business requirements, specified solutions

**Principal – UX Design** 10/2011 – present

Sole Proprietorship, Los Angeles, CA

* Owned my business; consulted on a freelance basis, part-time and full-time
* Designed UX of applications for Toyota, California Association to Aid Ukraine, and more
* Conducted stakeholder interviews, user interviews; Gathered business requirements, specified solutions
* Documented technical and business requirements; Oral and written presentation to stakeholders
* Created user flows, business flows, personas, wireframes, interactive prototypes, infographics
* Used data (Google Analytics, Pendo) to present and defend business decisions

**Sr. Experience Designer** 5/2017 – 8/2017

Team One, Los Angeles, CA

* Designed responsive UX of products for Lexus and Décor in an agency environment
* Gathered user tasks, business and functional requirements; competitive analysis; specified solutions
* Created user flows, wireframes, interactive prototypes, annotations, site maps, content inventory/audit

**Director of Experience Design** 04/2015 – 04/2017

Ace Metrix, El Segundo, CA

* Directed UX design of multiple products for responsive websites and mobile apps at a B2B/SaaS startup
* Conducted stakeholder interviews, user interviews, user testing, data analytics, usability testing
* Documented business and technical requirements, specified solutions
* Created personas, user flows, wireframes, annotated comps, interactive prototypes
* Presented to stakeholders; managed team of five; scrum master; worked directly with Product Manager

**Sr. Experience Designer** 6/2013 – 11/2014

SapientNitro, Santa Monica, CA

* Clients include: Target, MGM Resorts, Medtronic, SapientNitro.com
* Designed UX for mobile apps (iOS Native) and responsive websites
* Leveraged emotional design to create intuitive, engaging experiences in user-centered products
* Created documentation, wireframes, annotations, site maps, user flows, prototypes (Axure, InVision)
* Reconciled business, user, and technical requirements; specified solutions, design patterns
* Presented to and iterated with stakeholders and team members (BAs, PMs, Devs, Visual Designers)

**Sr. Experience Designer** 9/2012 – 6/2013

Sensis, Los Angeles, CA

* Clients include San Diego Gas & Electric, CrowdCheck, Metrolink, ProAmerica, LA Care, and more
* Created meaningful, engaging experiences via UX design, research, and information architecture
* Created wireframes, site maps, personas, user flows, user scenarios in an Agile team environment
* Conducted research such as stakeholder interviews, ethnographic interviews, user needs analysis, heuristic evaluations, competitive analysis, usability testing, content inventory and audit
* Translated business requirements into meaningful interactive experiences; manipulated CMS

**Sr. Interaction Designer** 5/2005 – 9/2011

Universal Music Group, Universal City, CA

* Created design flows, storyboards, wireframes, mockups, interactive prototypes, information architecture
* Implemented user and business requirements in user-centered iterative design and development cycles
* Collaborated in diverse, international, fast-paced teams using Agile and Scrum development methods
* Designed user interface for global web applications using HTML, CSS, JavaScript, Flash, AJAX, JSP

**Product Manager / Lab Manager** 8/2000 – 10/2005

Comm Tech Lab, East Lansing, MI

* Developed award winning web, mobile, CD, DVD, and kiosk projects for clients ranging from the Michigan 4H Children’s Garden to the Death Penalty Information Center in a team-centered agency environment
* Conducted usability sessions, play testing, user needs/goals analysis, created storyboards
* Started as Multimedia Developer, quickly proved work ethic and moved to Product Manager, Lab Manager

**Faculty / Instructor** 5/2001 – 7/2004

Dept of Telecommunication, Information Studies & Media, Michigan State University, East Lansing, MI

* Taught five upper-level courses over several semesters on topics in digital media, art and technology

**EDUCATION**

**Masters** in **Digital Media Art & Technology**

Michigan State University, East Lansing, MI

**Bachelors** in **Telecommunication, Information Studies, and Media**

Michigan State University, East Lansing, MI

* Minor: Computer Science; Specialization: Information Technologies and Services Management

**CONFERENCES**

**TechJobsLA** (LA & Santa Monica), **Social Media Week** (LA), **Silicon Beach Fest** (Santa Monica), **SIGGRAPH** (LA & San Diego), FITC **- Rich Media Entertainment** (Hollywood), **WebVisions** (Portland), **HCI International** (Las Vegas), **Usability & Accessibility** (East Lansing), **New Media Design** (Columbus)

**ACTIVITIES**

* Associations: LA UX Meetup, Axure Meetup, IxDA LA, LA UX Book Club, UXPA LA
* Volunteer: community gardens, web manager for several charities; soccer manager and player