

# Peter Buley

## Experience Designer

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**Peter Buley**  
Minneapolis, MN, USA

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[peterbuley.com](http://peterbuley.com)

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### Skills

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Experience Research and Design, Physical and Digital Prototyping, Participatory Research and Contextual Inquiry, Design Sprint 2.0 Workshops, Scrum (CSM), and Data Analytics and Visualization

**Software:** Figma/XD/Zeplin, Maze/Optimal Workshop, Alteryx/Tableau/RStudio, Rhino 3D/SketchUp, and Adobe CC

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### Experience

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#### **Global Traffic Technologies / UX/UI Designer**

AUG 2021 - PRESENT, ST PAUL, MN

Leading UX/UI design efforts on a variety SaaS configuration and analytics platforms. Utilizing Figma, Zeplin, Ant, Miro, Kepler, and Tableau to create a geospatial analytics interface for GTT's existing technologies and new IoT and AWS efforts.

#### **Analog Modern / Consultant**

MAY 2019 - PRESENT, MINNEAPOLIS, MN

Opportunity Zone (QOZ) Fund research, feasibility exploration, marketing strategy, Webflow development, and project management for a design/build-out of a space for creatives in South Minneapolis.

UX design sprint team member with Wowza, Mathematica, and Centers for Medicare & Medicaid Services. Worked in Figma and Miro remotely collaborating on CMS.gov Quality Rating System mockups, information architecture, and rapid UI prototypes.

Self-scoped an augmented reality, parametric design, and customer experience strategy for furniture design co-creators.

#### **Horizontal Digital / UX Designer**

NOVEMBER 2019 - MAY 2020, ST LOUIS PARK, MN

Created personas, journey maps, user flows, wireframes, and tool prototypes in Adobe XD for Northwestern Mutual's site redesign and personalization strategy. Configured, ran, and analyzed card sorts and tree tests in Optimal Workshop, as well as mixed-method research using the client's AlphaHQ account.

Tailored user flows, wireframes, marketing journeys, 5G network landing pages, and COVID-19 pages for GCI, an Alaskan telecom provider.

Resolved health disclosure form design and user flow impairments for Blue Cross Blue Shield Minnesota.

### **Analog Modern / Designer & Project Manager**

SEPTEMBER 2009 - DECEMBER 2018, BROOKLYN, NY

Conducted contextual inquiry, observation, and stakeholder meetings gathering requirements resulting in design iterations, workshops, charrettes, mood boards, 2D drawings, and 3D prototypes/models.

Designed and project managed a half-million-dollar scope of ILFI Declare Label furniture for Etsy's Global Headquarters & Gensler, contributing to the largest Living Building Challenge certified project in NYC.

Co-created the store design and retail fixtures and then assembled/led our internal fabrication team for Miansai Venice.

### **Pratt Institute / Visiting Associate Professor**

AUGUST 2017 - JULY 2018, BROOKLYN, NY

Taught *Furniture Design* (INT-517) at Pratt's School of Design's Interior Design department. Crafted a curriculum that blended furniture design, prototyping, digitally fabricated textiles, and human-centered design.

### **Polynation / Founder**

FEBRUARY 2004 - FEBRUARY 2008, EAST & SOUTHEAST ASIA

Bootstrapped a non-profit focused on design/build and international development.

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## **Education**

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### **MICA / MPS, Data Analytics & Visualization**

AUGUST 2020 - DECEMBER 2021, BALTIMORE, MD

Graduate program focused on storytelling concepts and user experience approaches to develop unique analytic applications and explore user interface design strategies to reach and inform audiences visually.

### **SIT Graduate Institute / MA, Sustainable Development**

JANUARY 2006 - MAY 2007, BRATTLEBORO, VT & SRI LANKA

Applied cross-cultural research with fieldwork in Sri Lanka with Sarvodaya, the island's largest indigenous NGO. Thesis research focused on household energy at a United Nations Environment Programme (UNEP) pilot project and its potential as a post-tsunami model.

### **University of Colorado / Bachelor of Environmental Design**

AUGUST 1996 - DECEMBER 2000, BOULDER, CO

Design Studies major with additional certificate tracks in both Interactive Design and Technology, Arts, and Media. Design internship at Omnicom's Eisnor Interactive in San Francisco. Regenerative and Ecological Design semester at Ecosa Institute | Prescott College in Arizona.