

Peter Buley

Experience Designer

Peter Buley

Minneapolis, MN

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Skills

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

Software: XD/Sketch, Principal/Overflow/Flowkit, Optimal Workshop, Excel/Tableau/RStudio, Rhino 3D/SketchUp, and Photoshop/Illustrator

Experience

Analog Modern / Experience Designer

MAY 2019 - PRESENT, MINNEAPOLIS, MN

Opportunity Zone (QOZ) Fund research, strategy, feasibility exploration, web development, and project management for Pogoz LLC on an upcoming 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 Design Consultant

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 and Project Manager

SEPTEMBER 2009 - DECEMBER 2018, BROOKLYN, NY

Founder of an interdisciplinary design studio and boutique fabrication shop featured in Dwell, Interior Design, Monocle, and Architectural Digest magazines.

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, 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, named one of Interior Design's *13 Stunning Stores Around the World*.

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, and human-centered design.

Forever Young Treehouses / Craftsperson

MAY 2007 - JUNE 2009, AZ, PA, and VT

Created wheelchair accessible treehouses throughout the United States.

Education

MICA / MPS (Candidate), Data Analytics and Visualization

AUGUST 2020 - DECEMBER 2021, BALTIMORE, MD

Nights and weekends online graduate program focused on storytelling concepts and approaches to develop unique analytic applications and explore user interface design strategies to visually reach audiences.

SIT Graduate Institute / MA, Sustainable Development

JANUARY 2006 - MAY 2007, BRATTLEBORO, VT

Applied research and human-centered design graduate program with fieldwork in Sri Lanka with Sarvodaya, the island's largest indigenous NGO. Thesis research focused on household energy at a UN Environment Programme (UNEP) pilot project and its potential as a post-tsunami redevelopment model.

University of Colorado / B.EnvD, Design Studies

AUGUST 1996 - DECEMBER 2000, BOULDER, CO

Design Studies major with additional certificate tracks in both Interactive Design and Technology, Arts, and Media. Summer design intern at Omnicom's Eisnor Interactive in San Francisco.