

# Peter Buley

## Experience Designer

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### Peter Buley

Minneapolis, MN

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### Skills

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User Experience Design and Research, Physical and Digital Prototyping, Participatory Research and Contextual Inquiry, Design Sprints, Service Design, Strategy, Entrepreneurship, Certified ScrumMaster, and Teaching.

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

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### Experience

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#### 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 a Fortune 100 financial services and insurance 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.

#### Freelance / Experience Designer

MAY 2019 - SEPTEMBER 2019, MINNEAPOLIS, MN

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

Opportunity Zone Fund research, strategy, feasibility exploration, and project management for Pogoz LLC on an upcoming design/build-out of a space for creatives in South Minneapolis.

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

#### 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 Declare Label furniture for Etsy's Global HQ, contributing to the largest Living Building Challenge certified project in NYC.

Co-created the store design and fixtures and then led the 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.

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## **Education**

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### **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.

### **Prime Digital Academy / UX Design Certificate**

JANUARY 2019 - MAY 2019, MINNEAPOLIS, MN

Immersive praxis executing product strategy and UX concepts for local startups. Created touchpoints leveraging user research, usability testing, prototype iteration, service design, and strategy.

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

JANUARY 2006 - MAY 2007, BRATTLEBORO, VT

Applied research and social design graduate program with fieldwork in Sri Lanka at Sarvodaya, the island's largest indigenous NGO. Thesis research focused on household energy in a United Nations Environment Programme pilot project and its potential as a post-tsunami redevelopment 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. Summer design intern at Omnicom's Eisnor Interactive in San Francisco.