3 Winston Rd.

Lexington, MA 02421

Cell: (339) 223-3280

Email: CPeterson@xslDesigns.com

Portfolio: xslDesigns.com
www.linkedin.com/pub/carl-peterson/24/659/137

OBJECTIVE: To gain employment as a UX designer, graphic designer or other position in a related field.

WORK EXPERIENCE:

**Senior Visual Designer Norwood, MA**

Analog Devices, Inc. 2015 to 2016

## Designing for Sitecore and large CMS platforms with modular/component based design

## Creating working prototypes with Axure. I was the Axure guru for the company

## Discovering and solving UX problems with a brand new site wide redesign of the company’s website

* Developing mobile versions for all the content
* Developing the look and feel of mobile apps including creating all design elements
* Creating and organizing components for the company’s module based website design
* Designing personalization based on GEOIP and History
* Organizing projects and creating extensive Axure libraries of the component structure of the site
* Creating an extensive library of Photoshop templates for all the types of graphics needed for the site
* Working closely with the Development Team to find HTML/CSS solutions for my designs
* Working with management and the Development Team to prioritize and schedule sprints
* Advising stakeholders on how to present content to users
* Creating multi-media assets and infographics for several campaigns
* Manipulating web graphics, isolating product shots and other production work

**Freelance Graphic Design Consultant Lexington, MA**

xslDesigns Current

## **Desktop Metal** Fab Flow web app

UX/UI Design, wireframes and extensive working prototypes, icon creation, style sheet creation, working directly with development team.

## **Medullan** Employee Assistance Program App

Assisting UX research and development, wireframes and prototype creation, icon creation, initial UI design and style sheet creation.

## **Carbonite** CMS redesign

Assisting with creating new CMS system, icon and graphic design, expanding new UI design and fitting it to existing projects.

## **PTC** portal design projectCorporate website templates, banners, icon creation, asset creation, responsive designs

## **TechTarget** multi-month design workThingWorx Academic Version Portal design and prototypes for university professors and students.

## **Sapphire Systems**website designClient research, wireframes and style boards, entire site build from scratch including graphic design and development, HTML, CSS, JavaScript and jQuery

## **EGC** Newsletter and anniversary promotional artwork8 large print media panels for timeline exhibit, Newsletter production, image research, prototyping, printer pre-flight

## Image retouching, banner creation, asset management, UX consulting

**Above the Fold Cambridge, MA**

UX Designer 2013

## Creating complete design solutions as Lead Designer and Co-Designer on major site updates

## Creating wireframes and mockups for clients with a wide range of projects

## Updating existing web sites and web applications based on UX requirements

## Working closely with production team to evaluate new and existing UX elements

## Incorporating user feedback and best practices to improve user experiences

## Participating in user research studies

## Presenting ideas, design rationale and user centered options to clients

## Working in a waterfall and agile environment depending on client needs

## Collaborating with a small team to come up with best solutions for Customer Experience

**Conigliaro Industries / Nationwide Foam Recycling Framingham, MA**

Director of Marketing (2 terms as Employee Of The Month) 2008 to 2012

## Designing, producing and creating all marketing materials for Nationwide Foam, Conigliaro Industries and Insulation Depot

## Creating all rebranding for companies including new logos and letterheads,maintaining a unified look throughout all print and graphic materials

## Designing and producing Trade Show materials

## Creating all graphic needs for web sites

## Preparing monthly reports and presentations

## Programing excel sheets with VBA to help with inventory analysis

## Troubleshooting existing spreadsheets and databases

## Supporting IT department with computer issues

## Maintaining all supply orders

## Researching project leads on the internet

Dispatching Manager

## Scheduling all inbound and outbound loads

## Processing all work orders

## Processing all weight tickets for inbound and outbound loads

## Recycling Specialist

## Sorting reclaimable materials

## Operating fork-lift

**Tri-County Public Schools Lewisburg, OH**

## Teacher 1990-1999

## Music teacher grades K-12

## Music department chair

## Assistant to technology coordinator, teaching teachers to use computers and technology in class room

SKILLS AND ABILITIES

## Adobe InDesign, Illustrator, Photoshop, Fireworks (CS6 and CC versions)

## Balsamiq (wireframes)

## Microsoft Office Suite: Word, Excel, PowerPoint

## HTML5, CSS, JavaScript, jQuery, VBA and Extensive programming for Excel

## Typing 50 wpm

EDUCATION:

**Kaplan University (4.0 GPA)Charlestown, MA**

## Diploma: Electricians Program 2006-2007

## Program includes a total of 900 clock hours: 540 hours of lecture and 360 hours of hands on projects.

## National Electric Code and MA Amendments

## Mechanical: Hand & power tools, commercial & residential wiring, piping, manual and computer estimating

**Urbana University (4.0 GPA) London, OH**

## Certificate: Business Administration (two-year full time) 2002-2004

## Program includes:

## Accounting

## Economics

## Business Law

## Statistics

## Business English

**Wright State University (3.8 GPA) Dayton, OH**

## Bachelor’s Degree: Education 1983-1988