Pete Ficht Sr. UX/UI Designer — pficht@gmail.com / peteficht.com/designportfolio

SUMMARY

- 15+ years of professional experience in providing UX/UI design for web, mobile, and software
- 5 years as Lead UX Designer for Citibank projects: designed mobile app, CRM, CMS, YouTube channel, and portal used by thousands of employees
- Provided inspiration and mentorship as as manager for UX teams
- Obsessive commitment to quality, functionality, elegance, and detail
- Innovative and creative approach to problem-solving and strategies that result in exceeding client expectations
- Thoroughly committed team player, energized by fostering healthy and productive collaboration with teams, stakeholders, and clients

SKILLS

- Successfully created design libraries, sketches, storyboards, user flows, process flows, wireframes, and high-fidelity mock-ups following design guidelines and best practices
- Accomplished in user design research, interviews, and workshops and performed usability testing of wireframes, clickable prototypes, and published product
- Highly proficient in Figma, Adobe XD, and other prototyping software. Also experienced in Photoshop, Illustrator, InDesign, Final Cut Pro, Pro Tools, and Google Workspace
- Excellent verbal & written communication skills—plus, fluent in German!

EXPERIENCE

Oregon State University - Cascades, Bend, OR

Instructor (part-time), 2022

- Instructed an in-person class on Usability for Computer Science majors
- Created syllabus, lecture notes, presentations, quizzes, and requirements for projects
- Trained students in Figma and usability testing
- Successfully achieved class completion rate of 98% passing with B+ or over

Laird Superfood, Sisters, OR

UX/UI Designer, 2020 - 2021

- Originated the UX Designer role in successful team effort to take Laird Superfood public
- Successfully initiated a major design overhaul of eCommerce site, which resulted in many positive outcomes, including reducing cart abandonment rate by 47%
- Created requirements documentation, high-fidelity wireframes and prototypes and performed extensive research, user flows, and user testing

GuruX, Bend, OR

Founder and UX/UI Designer/Consultant, 2016 - present

- Partnered with various Central Oregon clients, such as St. Charles Hospital, to deliver expert business strategy, innovative information architecture, and successful UX solutions
- Provided photo & video marketing, visual design and implementation
- Decreased customer service interactions with confused users by 75%

Thetus Corporation, Portland, OR

Sr. UX Designer & Design Lead, 2014 - 2016

- Created wireframes and prototypes, worked with product and engineering in a fast-paced agile process
- As Team Lead, managed a design team of 5 people, mentoring new designers
- Responsible for design team vision and productivity in challenging field of military intelligence
- Implemented UX changes in search functionality resulting in positive feedback from 80% of users

PCD Group, Portland, OR

Sr. Interactive/UX Designer, 2009 - 2014

- Worked exclusively with Citigroup / Citibank, creating project and functional requirement documents, wireframes, process flows, GUI design and copy
- Designed intranet sites and content management systems
- UX Designer for Citi's YouTube channel
- Increased user engagement for "women & co." site by 47%

EDUCATION

Master of Fine Arts
Tulane University
New Orleans, Louisiana

Bachelor of Fine Arts
Wright State University
Dayton, Ohio

Multimedia Certificate
Portland Community College
Portland, Oregon

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Portfolio: www.peteficht.com/designportfolio