

User Experience Interaction Design

Contact

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Skills

Design

UI/UX Design
Human-Centered Design
Sketching
Wireframing
Responsive Web Design
Rapid Prototyping
User Flows

Research

Usability Testing
Market/UX Research
Persona Hypothesis
Cognitive Walkthrough
A/B Testing
User Stories
Card Sorting
Data Analysis

Tools

Illustrator
Photoshop
XD
Sketch
InVision
Figma

Development

HTML/CSS
JavaScript
WordPress

Phoebe M Peterson

Profile

Experience designer, big-picture thinker with an emphasis in human-centered design. Disciplined self-starter, astute problem solver committed to the power of team collaboration. Extensive knowledge of multiple design softwares and experience in high-demand environments.

Experience

June 2021 - Oct 2021

Design Lead | HomeTrack App

Led a team of five designers, ran semiweekly meetings, assigned tasks, directed design, and coordinated with the developers and CEO. I strengthened my leadership skills, effectively communicated the company vision and goals, encouraged teamwork, and met the personal needs of my team while balancing the project duties.

Sept 2020 - May 2021

UX Designer | VIM Magazine

As part of a diverse team of ten, four of whom were graphic designers/information scientists, I learned the importance of the often overlooked details pertaining to usability. As part of a complete overhaul of this online student magazine, we formulated meaningful user research with more than 200 participants and as a result were able to increase user engagement.

Sept 2020 - Jan 2021

UX Design Intern | Kaleidos Marketing

Completed Michigan State University's Global Internship program in Florence, Italy. In this position, I improved my understanding of UX on an international scale. I created the English version of three Italian websites and improved the content strategy, graphics, information architecture, and the usability.

Jan 2019 - Dec 2021

Research Assistant | Michigan State University

Conducted UX research for a community website where the public may propose, vote, and view the status of significant infrastructure projects. Utilized empathy mapping, personas and, research findings to design a new feature for the website and pitched the prototype to 20 members of the City Council.

Education

Sept 2017 - May 2021

Michigan State University

Bachelor of Arts Experience Architecture College of Arts & Letters
Minor Graphic Design