

Erik Pettee User Experience Lead

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A strategic and creative UX professional with an entrepreneurial spirit and credibility up to the C-level.

Senior UX designer with 18 years of experience serving exceptional clients. Inspired by recent work with startups. Trusted by the LDS Church, to design a crowdsourcing project used by millions. Empowered by billion-dollar corporation, Alere Health to lead the re-design of their employee wellness platform. Established two design companies and more than 85 client relationships over 9 years. A creative leader with entrepreneurial drive who commands a rare blend of design expertise and business acumen.

Expertise

User Experience Design • Interaction Design • UI Design • Visual Design & Branding • Design Process & Management • Stakeholder Interviews • Heuristic Review • Competitive Analysis • User Research & Testing • User Stories • Personas • Scoping & Priority • Technical Liaison

Clients

1-800 Contacts, Accenture, AT&T, Alere Health, Children's Hospital Colorado, Citigroup, C.R. England, Experticity, EMC, FedEx, Fluor, GE, IBM, J.P. Morgan, LDS Church, Leo Technologies, Lufthansa, MOJO Marketplace, Mountain States Energy Alliance, Putnam Investments, Tektronix, UC Health, US Department of Defense, US Postal Service, US Ski Team, Verizon

Education

FORM Product Design

3 years (2012 - Current)
Salt Lake City

Co-Founder / User Experience Lead

Established a respected UX practice including 15 client relationships over 3 years. Shared direct responsibility for the business, including new business development, project budgets and planning, and client relationship management.

- UX team lead for the redesign of Alere Health's Wellness Platform, helping hundreds of thousands live healthier lives through modern behavior-modification tools and principles.
- Set UX strategy and visual design direction for Experticity's next-generation product expert platform, helping to fuel its growth to more than 2,000,000 members, and 690 clients.
- Led the product design and branding effort for MOJO Marketplace, utilizing in-depth heuristic analysis and in-person interviews to capture a new market and profit center – non-technical business owners.

Alere Health

2 years (2010 - 2012)
Salt Lake City

User Experience Lead

Stepped into a highly-complex industry and role with confidence, generating actionable results in the first few weeks. Served on the Executive Leadership Team, conducting regular brainstorming sessions and presenting work. Supported new business efforts and technology teams as the authority on the product experience and customer advocate.

- Visited 6 healthcare practices onsite to meet with and observe 25 clinicians and staff in Colorado, Utah and Pennsylvania to learn and capture practice workflow, behavior and systems in use.
- Streamlined clinical workflows for a clinical data registry application which helps clinicians meet the NCQA's 80 quality measures of performance related to healthcare delivery and service.
- Facilitated focus groups with physicians to study the importance of grouping patient populations for improving clinical performance, tracking and outreach.

Erik Pettee
Consulting, LLC

3 years (2007 - 2010)
Salt Lake City

User Experience Lead

Partnered with local consulting company, Software Technology Group (STG) to help them establish their UX practice as a new line of business for their clients, resulting in 15+ new hires. Attended new business meetings as an STG senior UX consultant to educate clients and support sales.

- Re-designed the General Conference website for the LDS church, creating new and exciting ways to interact with conference talks (video and text), making the experience much more personal for its international audience of millions.
- Design team lead for the LDS Church's innovative crowdsourcing application used by millions of volunteers globally, helping the organization to digitize, verify, and distribute millions of text, photo, and video records in their massive, historical Media Library.
- Led the re-design of C.R. England's Driver Manager application – an internal toolkit to support drivers and trucks on the road. Reduced training times for Driver Managers. Increased safety for drivers.

webStepOne

6 years (2001 - 2007)
Denver

User Experience Lead

Established a profitable, locally-focused web design and development studio in Denver, Colorado. Developed 70 client relationships over 6 years.

- Streamlined a time-intensive administrative function for the Mountain States Energy Alliance, moving their class registration process online, increasing accuracy and tracking of OSHA safety training courses completed by oil and gas industry workers.
- Designed and developed UC Health's prenatal class registration service, allowing expecting mothers to register for classes more easily (self-service, online), and an estimated 50% reduction in administrative overhead.
- Invented *Time Tracker* – a web-based time-tracking solution for design studios. Reduces the amount of time small business owners spend on estimating and billing projects. User experience focused on speed and ease of time entry for employees.

Mercer

3 years (1998 - 2001)
Denver

Team Lead, Interactive Design Group

Promoted in first year of service for exceptional web design and development work that led to a transfer from Denver to the Boston office to serve on Mercer's Global Web Team.

- Established team process and best practices for project delivery, network file management, coding and development. Spearheaded intra- and inter-office sharing of design process and assets.
- Pioneered a new space of HR web applications that offered employees direct access to their total compensation reports, benefits information, career development opportunities, employee handbook, forms, and other HR functions, saving Fortune 500 companies millions in HR administrative costs.

Education

Colorado
Institute of Art

June 1997

Associates of Arts in Visual Communications

Awarded Portfolio Par Excellence.
