

Peter T. Odum

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Seasoned Creative and User Experience Director

Leading creative teams to design elegant, user-friendly interactive experiences

- **Versed in IoT, Consumer Robotics, SaaS, Consumer Products, Mobile, and Web**
- **Skilled at creating broad interaction strategy and vision** for technical products
- **Expert designer** focused on user needs and interests as key strategic goals
- **Talented manager** of departments and teams
- **Polished public speaker and workshop leader** - thrives on large group presentations
- **Accomplished developer of design process** - methodology, standards and documentation
- **Proficient with Agile methodology** for games, applications, and web development
- **20+ years designing user-centered experiences, 13+ years leading Creative teams** (web, gaming, and mobile), **7+ years designing consumer interactions, 6+ years designing mobile systems and applications** (including work for top-tier mobile carriers and device manufacturers)

POSITIONS HELD

HEAD OF PRODUCT DESIGN, Enlighted Inc. (Siemens) Aug 2019 - Feb 2021

- **Led Design Group** creating software for Enlighted's IoT products, crafting apps and web experiences to facilitate energy savings, workplace safety, space optimization, process management, and more
- **Helped Guide Hardware Design Decisions** - new first-party sensors and switches (ERCs) as well as various form factors for next-generation tags and sensors
- **Successfully Launched Configure Software**, setting Enlighted's new visual standard and cutting sensor commissioning time (and expense) by an estimated 50%
- **Created and documented Software Product Design Process** at Enlighted, elevating design culture and visibility overall at the company
- **Drove Software Redesign Efforts, Creating a Global Design System** and updating visuals for internal and customer-facing software
- **Spearheaded design of Digital Services Platform** (development ongoing) modernizing Enlighted's SaaS service offerings
- **Organized and Conducted Successful Intensive 5-day Design Workshop** to drive development of next-generation IoT products
- **Conducted research into future user needs** guiding short- and long-term goals for new and existing software products

SR. MANAGER - CREATIVE GROUP, Anki 2017 - 2019

- **Led user experience for robotics products** - Vector robot and others (unannounced)
- **Managed a diverse team of creatives** across UX, Visuals, Sound and Animation

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- **Developed unique documentation patterns for Robotics**, accounting for user actions, app behaviors, and robot actions
- **Improved lean process** for cross-team robotics development, balancing technical requirements with creative needs
- **Adapted project scope** to fit available resources and ship robot and app releases on time

LEAD USER EXPERIENCE DESIGNER, RedShift 2016 - 2017

- **Developed major visual and functional updates for Kaiser Permanente flagship mobile application** ongoing across multiple releases
- **Helped shape vision for interactive experiences at Kaiser** through executive presentations and creation of UX style guides for mobile and web
- **Designed forward-looking concepts** for Kaiser's quoting and enrollment web experience for Individuals and Families
- **Created visionary pitch for Smart City management web tool** for Panasonic, resulting in significant new work for the agency
- **Designed new responsive web concept** as a product exploration for J.D. Power
- **Helped develop work process and training curriculum** for UX discipline

FREELANCE INTERACTION DESIGNER 2015 - 2016

- **Consulted on and helped produce a major mobile redesign** for a division of Ebay
- **Provided interaction strategy, design, working prototypes and docs** for major product initiatives for large corporate clients
- **Interaction work on native apps** for mobile and tablet

DESIGN DIRECTOR, Captricity Inc. 2014 - 2015

- **Led and managed UX initiatives** for this highly successful SAAS web startup
- **Championed user experience** for Product Division. Drove user experience for major new product initiatives
- **Created internal design pattern library** to ensure consistency and uniformity of front-end solutions
- **Led internal education workshops and presentations** to help staff create quality user experiences
- **Created Interactive Prototypes** for new features so executives could interact directly with solutions before actual development started

DIRECTOR OF USER EXPERIENCE, Propane Studio 2014

- **Led and managed UX department**, hiring and mentoring other designers to support major web and mobile initiatives

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- **Led redesigns of Sutter Health Website Network**, as well as Ghirardelli.com and Blurb.com
- **Led client presentations** of user experience design work
- **Created standard processes** for concepting, ideation and interaction development, plus a documentation system to enhance speed and efficiency

DIRECTOR OF CREATIVE SERVICES, Disney Interactive (Playdom) 2009 - 2014

- **Hired, led, mentored and managed** 20 artists and 14 UI designers supporting 11 game studios
- **Built user testing lab** and practices at Playdom
- **Crafted and led stakeholder workshops** and exercises, led presentations of art and interactive design work
- **Developed and documented standard best practices** for social game interactions on mobile and the web. Identified key practices for monetization and retention
- **Evangelized user-centered design thinking**, encouraged collaboration and knowledge sharing among designers and across the company

SENIOR INTERACTION DESIGNER, Punchcut LLC 2008 - 2009

- **Created interaction systems for cutting-edge mobile and tablet devices** (as well as other consumer devices) and for the web. Designed systems, features, and apps
- **Designed system features** (media player, etc.) for major hardware initiatives including the Palm Pre
- **Co-created comprehensive User Interaction Reference Guide** for a major U.S. mobile carrier, detailing mobile experience approach for the next 4 years
- **Built and led client design exercises** to uncover design requirements
- **Editor of Idlemode company blog**. Wrote and shepherded overall content creation

SENIOR USER EXPERIENCE ARCHITECT, Gyro International 2006 - 2007

- **Led, managed and organized Digital Team** for London-based international branding agency; clients included The New York Times, NetApp, Sun, LeapFrog, Virgin Atlantic
- **Designed all Gyro user interface documentation** (templates, evaluation systems, etc.) and UI/UX best practices

LEAD UI DESIGNER, Electronic Arts, Pogo.com 2001 - 2006

- **Designed interfaces for Pogo.com** and related community-based free and subscription websites, PC downloadable games, and mobile platform
- **Built in-house user testing lab** for testing of games and content
- **Designed and managed production** of robust international EA online product

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registration system, localized to 16 countries within EA's PC products

INFORMATION ARCHITECT, Fluid Inc. 1999 - 2001

LEAD GRAPHIC DESIGNER, iPUB interactive 1996 - 1999

INDEPENDENT GRAPHIC DESIGNER, WEB DESIGNER 1995 - 1996

WEBMASTER / GRAPHIC DESIGNER, SMU Foreign Language Learning Center 1993 - 1996

SKILLS & SOFTWARE

All Common Tools: Mobile, social and web technologies; Figma, Sketch, Principle, Flinto, Axure, InVision (wireframes/structural design and interactive prototyping); Adobe Creative Suite, Microsoft Office Suite, Google Office Tools, Google Analytics, Mixpanel, Omniture (site statistics), HTML 5, CSS, javascript, dhtml, jsp, php, Subversion, GIT, NGUI for Unity, Confluence, Jira; Familiarity with React, React Native, Bootstrap and Angularstrap; Agile, Scrum, and Lean design methodologies; Various 2D and 3D animation techniques for interfaces and characters; Dry Erase sketching, Pens and Pencils on Napkins and Paper

Equally comfortable with PCs and Macs
Fluent French and Intermediate Spanish
Self-taught drummer

Game Titles Shipped: Star Wars Commander (mobile), Kitchen Scramble (mobile and web), Mobsters Criminal Empire (web), Gardens of Time, Deep Realms, Mobsters 2 Vendetta, Mobsters, Social City, City of Wonder, Verdonia, Wild Ones, Poker Palace, ESPN Sports Bar, L'il Farm Life, Big City Life, Galaxy of Wonder, Treetopia, Fish Friends, Sorority Life, Pogo Chess

EDUCATION

BFA Studio Art and BA Art History, 1996
Southern Methodist University, Dallas, Texas
President's Scholar, Magna Cum Laude, Phi Beta Kappa