

# Peter T. Odum

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## Seasoned Product Designer and User Experience Director

Leading teams to create 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 communicator** focused on user needs and interests as key strategic goals.
- **Skilled manager of departments and teams** with a track record of building successful teams from the ground up.
- **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 software applications, web development and games.
- **20+ years designing user-centered experiences**, 13+ years leading Creative teams, 9+ years designing consumer interactions, 6+ years designing mobile systems and applications (including work for top-tier mobile carriers and device manufacturers).

## POSITIONS HELD

### SENIOR PRODUCT DESIGNER, Weber Inc. Apr 2021 - Oct 2023

- **Led product design** for Weber Producer software application, managing culinary content and recipes for all connected grill products.
- **Co-designed the new Weber Connect application**, resulting in a 4.5+ star rating on the App Store.
- **Co-designed forthcoming smart grilling products** (hardware and software) that redefined the connected grilling experience at Weber.
- **Refined onscreen and in-app interface for the June Oven**, the top-rated smart kitchen appliance Forbes called “the magical gadget that actually delivers on its promises.”
- **Wrote functional specifications and test criteria** for software to manage all culinary content at Weber.
- **Served as a nexus of communication between stakeholders** (executives, designers, engineers and program managers) helping Culinary Content group to define and articulate their needs in support of global smart grilling initiatives.

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

- **Led Design Group** creating software for IoT products, documenting process and elevating visibility and culture of design at Enlighted.
- **Crafted apps and web experiences** using Enlighted hardware to enhance energy savings, workplace safety, space optimization, process management, and more.

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- **Successfully launched Configure software**, setting Enlighted's new visual standard and reducing sensor commissioning time and costs for users by approximately 50%.
- **Helped Guide Hardware Design Decisions** - new first-party sensors and switches (ERCs) as well as various form factors for next-generation tags and sensors.
- **Pioneered design of Digital Services Platform**, modernizing SaaS offerings.
- **Orchestrated a 5-day Sprint Design Workshop** to create and plan for next-gen IoT products.
- **Conducted user research** to guide short- and long-term software goals.
- **Created and documented Software Product Design Process.**
- **Drove Software Redesign Efforts, Creating a Global Design System** and updating visuals for internal and customer-facing software.

### SR. MANAGER - CREATIVE GROUP, Anki 2017 - 2019

- **Led user experience for robotics products** - Vector robot and others (unannounced).
- **Leveraged Computer Vision, Machine Learning algorithms, Natural Language Processing** and other technologies to craft and refine compelling human-robot interactions.
- **Managed and expanded a diverse team of creatives** across UX, Visuals, Sound and Animation, through effective hiring strategies and balanced leadership.
- **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.
- **Co-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 documentation** for

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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.
- **Employed Machine Learning and OCR technologies** in crafting UI for automated form recognition applications.
- **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 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

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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 website**, and mobile and downloadable games.
- **Built in-house user testing lab** for testing of games and content.
- **Designed and managed production** of robust international EA online product registration system, localized to 16 countries.

## SKILLS & SOFTWARE

**Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, InVision, Axure, Balsamiq, Principle, Flinto, Lucidchart, Microsoft Office Suite, Google Apps G Suite. **User Research and Testing:** Usability Testing, A/B Testing, User Interviews, Heatmaps and Analytics Tools. **Project Management and Collaboration Tools:** JIRA, Trello, Asana, Slack, Confluence, GitHub. **Coding and Development Knowledge:** HTML/CSS, JavaScript, Responsive Web Design, Unity, familiarity with front-end frameworks (e.g., Bootstrap, SwiftUI). **UI/UX Design Principles:** Information Architecture, User Flows, User Journeys, Wireframing, Prototyping, User-Centered Design, Interaction Design, Design Thinking. **Product Management Skills:** Agile, Scrum, and Lean design methodologies, Product roadmapping, User stories and acceptance criteria, Product development and lifecycle management. **Data Analysis and Visualization:** Excel, Tableau, Mixpanel. **Business and Strategy:** Product strategy, Market research, Competitive analysis. **Soft Skills:** Communication, Collaboration, Problem-solving, Team leadership, Time management, Conversational French and Intermediate Spanish.

**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  
Southern Methodist University, Dallas, Texas  
President's Scholar, Magna Cum Laude, Phi Beta Kappa