

Peter Picone

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Hands on UX Director, Strategist, Manager, and Mentor

Product strategist and problem solver with expertise in the specification, and refinement of the user experience through Information Architecture, Interaction Design, and User Research.

Collaborative and mentoring management style with emphasis on bridging the gap between business stakeholder, developer and end user, allowing each to achieve their respective goals. Corporate UX Advocate.

360 degree communicator with “hands on” design and management experience applying Agile methods to the E-commerce, IT, Financial, Publishing, Defense, Insurance, Automotive, Health Care, Consumer Product Manufacturing, and Food industries.

Work Experience

Brandeis University (Volunteer) (2015-Present)

Graduate Professional Studies (GPS) Advisory Board for User Centered Design

- Provide strategic guidance and expertise on the latest Industry advances and demands.
- Evaluate program goals and coursework to assess if graduates have the skills required of leading professional.
- Participate in committees relevant to UX field and provide outreach and connections for program growth.
- Identify trends to align educational courses with emerging areas and new challenges.

Houghton Mifflin Harcourt (2014 - 2015)

Director of User Experience - Web Strategy and eCommerce Group

- Provided the UX vision and growth strategy for the corporate eCommerce website with respect to design and conversion rate optimization (hnhco.com).
- Provided operational guidance and management to internal UX and development groups as well as managed external UX vendor relationship in full Agile environment.
- Integrated UX into the newly adopted Agile process to facilitate corporate transition from a previous waterfall approach.
- Integrated legacy rogue corporate sites to the new design and Information Architecture.
- Integrated all of the above with the strategic corporate growth road-map.

Oracle Software, Financial Services Global Business Unit (FSGBU) (2010 - 2012)

Director of User Experience – Product Strategy / Product Management Group

- Lead the creation of the interface design for the NextGen Financial Product Suite, with a strategy focused on defining the long term product and market direction.
- Defined and implemented the operational practices for this newly formed UX team as they interacted with external business partners, offshore development teams and internal stakeholders (PM, Sales, Business Analysis, and Corporate Design).
- Applied change management techniques to facilitate the implementation of Oracle's development methods and UX processes for their offshore dev team.
- Mentored junior team members on advanced UX techniques, and guidance on working as a UX advocate within the GBU.

IBM, Global e-Business Transformation Group - CIO Office

(2006 - 2010)

Strategic User Experience Design Lead

- Orchestrated the UX redesign of the IBM Product Support Portal.
- Site successfully integrated support content for 24,000+ products from 3 major divisions across IBM into a single Portal. Tactfully integrated all stakeholder concerns in the process. (<http://www.ibm.com/support>).
- Created and managed the overall UX design plan and roadmap. Performed requirements analysis and specification, user surveys, conceptual and prototype design development.
- Spearheaded international user testing in Asia and Europe in support of the product release and roll-out strategy.

IBM / Rational Software Products

(2004 - 2006)

Manager – User Experience Design Group

- Provided strategic, technical and managerial guidance to the UX team involved in the creation of middleware development and test tools.
- Led the group by technical example through the interactive design and usability portion of numerous product release cycles.
- Improved group testing capability by designing and installing a new on site usability lab.
- Chief advocate for the introduction of User Centered Design to the development culture.
- Translated user requirements and business goals from Product Management into detailed design prototypes and specifications.

Half-Tide Designs, Inc.

(Founded in 2002)

Owner, Chief Experience Officer ([Half-Tide Designs](#))

- User-centered design consulting services for IT and web, portal, intranet, enterprise application, and mobile digital products.
- Providing clients of all sizes with design and development solutions using UI/UX interface design and testing methods.

Usability Professionals' Association (UPA) - Elected Member Board of Directors

(2006 - 2009)

- Focal point for the professional development subgroup.

- Formed and ran a global mentoring program.
- Prior service as President, VP and Treasurer of the New England Chapter.

Prior Employment History

- **Compuware Corporation** – Senior UI Consultant (Commercial, Gov., and Financial clients).
- **Liberty Mutual Insurance** – Project Manager, Special Projects – Usability.
- **Dynamics Research Corporation (Now Engility)** – Human Factors Engineer & Staff Analyst.
- **Texas Instruments** – Systems / Human Factors Engineer & UI Designer.
- **IBM** – Ergonomic workstation designer for point of sale terminals.

Education

- **M.S. I.E.**, Ergonomics / User-Centered Design. N. C. STATE UNIVERSITY, Raleigh, NC.
- **B.S. Engineering**, Ergonomics & User-Centered Design. TUFTS UNIVERSITY, Medford, MA.

User Experience Expertise

- First line and Director level user experience group management. UX process and methods.
- Contextual analysis, user requirements gathering, user stories, personas, Information architecture, Interaction design, Usability testing, Experimental design and methodology for customer facing responsive / adaptive mobile first, web, intranet, portal, and eCommerce design enterprise applications. Wireframe, storyboard design patterns, and rapid prototyping development.
- Globalization, localization and design migration strategies.
- Visio, Adobe Creative Suite, Axure, HTML, CSS

Certifications and Awards

- Board Certified Professional Ergonomist (CPE) since 1994, Registration #617.
- Member – UPA Board of Directors (Usability Professionals' Association), 2006-2009.
- UPA Presidents Award for significant contribution to the development of the profession.
- IBM CIO Award for the design of the ibm.com Support and Downloads site.

Additional Formal Training

- **Management** – International Project Management, Front-line and IBM Group Management, Communications, Negotiations, and Quality Improvement.
- **Technical** – Object Oriented Modeling, Contextual Analysis, UX Design Process and Methodology, Rapid Prototyping and Guerilla Usability Testing.