

PETER LEW

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EXPERIENCE

Freelance UX Designer, Madwell (Agency) (8/18)

Designed a health and wellness mobile app for iOS. Collaborated with visual designers and UX strategist to deliver low-fidelity wireframes and prototype.

Freelance UX/UI Designer, The Metropolitan Museum of Art (1/18 – 7/18)

Lead designer for the Transactions team which oversaw all digital ticket sales, membership products, donations, and events. Unified the checkout experience across all products and optimized checkout flows. Designed responsive pages, implemented new features, built new components, helped maintain and scale the design system.

Freelance UX/Visual Designer, Virani Jewelers (9/17 – 12/17)

Built a design system in Sketch in accordance with the company's new rebrand. Designed responsive pages, modules, and components to be integrated with Shopify. Served as visual designer for site's Marketing content. Oversaw design for Marketing promotions and campaigns.

Freelance UX Designer, Strato Innovations (3/17 – 6/17)

Worked alongside UX lead to design an inventory app that utilizes new RFID scanning technology for the retail space. The design started with a proof-of-concept and was brought up to MVP level. Responsibilities included research, user flows, wireframing, prototyping, and user testing.

Freelance UX Designer / Research Assistant, FOUR32C (9/16 – 2/17)

Dedicated user experience designer for the redesign of Multiplan's website and provider search tool. Created prototypes, a new site architecture, and pattern library based on atomic design principles. Assisted Research Director with user interviews, competitive and comparative analysis, and content audits. Also created wireframes and prototyped a resource center as part of a concept proposal for a SAG-AFTRA pitch.

Freelance UX/Visual Designer (1/16 – 8/16)

Explored concepts for an inventory app that utilized new RFID scanning technology in the retail space. Created wireframes for Bridge21, a service that lets users transfer money internationally. Designed web pages for IssueVoter, a political startup dedicated to increasing civic engagement.

Freelance UX Designer, Vocativ (via General Assembly) (8/15 – 9/15)

Concepted a new Q&A platform for the mobile web over a 3-week period with two other students. Lead the design of UI and was responsible for wireframes, prototyping, and presentation design. Conducted user interviews, usability tests, product feature comparison, and annotated wireframes.

EDUCATION

General Assembly

UX Design Immersive
Jun – Sep 2015

New York University

Graphic Communications
2003

SKILLS

Wireframing
Prototyping
Information Architecture
Motion Design
Presentation
User Research
Content Audits
Usability Testing
Interviewing

TOOLS

Sketch
InVision
HTML/CSS
Omnigraffle
After Effects
Photoshop
Illustrator
Flash
InDesign
Brackets
Keynote
Balsamiq

PRODUCTIVITY

Jira
Slack
Basecamp

Motion Designer, Huge Inc. (9/11 – 6/14)

Animated graphics with After Effects and the Adobe Suite. Created video content for the web as well as presentations for client meetings, conferences, and new business pitches. Worked with UX Designers to create prototypes and motion guides for developers.

Freelance Interactive/Flash Designer (11/08 – 1/11)

Created webpages, presentations, digital ad campaigns and marketing materials. Client list: Arnold Worldwide, Wieden & Kennedy, Hill Holliday, Razorfish, Euro RSCG 4D, and CreativeFeed.

Interactive Designer, MCD Partners (3/07 – 6/08)

Designed webpages and digital marketing materials, including emails, newsletters, and banner ads. Created presentations for client meetings and new business pitches.

Junior Web Developer, Analog Method (9/04 – 6/06)

Authored client-side code for new and existing websites with HTML, CSS, and JavaScript. Tested sites for cross-browser and cross-platform compatibility. Maintained websites and corresponded with clients.