

Peter Anderson

USER EXPERIENCE / PRODUCT DESIGN LEADER

About

18 years of experience as a digital designer with a focus on user interaction and user experience. I am an advocate of elegant intuitive design, specializing in accessibility, usability, and visual layout.

Work Experience

Gap Inc.

Sep 2017 – June 2023

● Sr. UX Designer

E-commerce browse designer on the core Gap Inc. UX team, serving all Gap Inc. brand websites. Led and created design experiences driven by user testing and analytics for the site navigation, category page, search results page, product page, and the design system. Additionally, I worked on various unique features such as a cross-brand deals page, a kids' shopping experience, a custom fit experience, and many more.

Goodshop.com

Aug 2016 – Aug 2017

● Design Team Manager / Sr. UX Designer

Managed a team of 3 designers. Owner of Gumdrop browser extension and its' brand development, UX lead, user interaction design, user interface design, prototyping and user testing. Oversaw all design and product needs.

Aug 2014 – Aug 2017

● Sr. UX Designer

Owned Android app design, "greenfield" product designs, responsive site layout and design system.

June 2012 – Aug 2014

● Product Designer

iOS app design, marketing and social media materials. Paired closely with developers.

Taproot Foundation

May 2012 – Jan 2014

● UI Designer

Redesigned the www.jvs.org website with a cleaner UI and updated branding.

DESIGN about TOWN

Sep 2010 – Feb 2012

● Designer

Generated creative design solutions for a variety of web, app, event marketing and branding projects. Projected schedules, managed projects. Worked directly with clients, developers and printers.

Yoga Journal

May 2006 – July 2006

● Graphic Designer

Created ads and promotional media, archived texts and graphics for in-house database.

PJA Graphics

May 2004 – July 2013

● Freelance Art Director

Created graphic design, visual design, illustration and photo manipulation for logos, ads, brochures, flyers, postcards, awards, reports, vinyl wraps, album covers, websites and brand identities.

Portfolio

www.findflowform.com

Linkedin

linkedin.com/in/peter-anderson-flow

Education

San Francisco State University

B.A. Design, Minor Fine Art
1999–2004

Skills

Top Applications

- Figma
- Sketch (Invision)
- Photoshop
- Illustrator

Tools

- Atlassian Confluence & Jira
- Pivotal Tracker
- Miro

Knowledge

- A/B Testing
- User Research
- Accessibility
- Typography
- Branding
- Wireframing