
DANE R. PETERSEN

Experience Designer in San Francisco, CA
portfolio: www.brainsideout.com

EDUCATION

Indiana University Bloomington

September 2008 – May 2010

Master of Science in Human-Computer Interaction Design, May 2010
4.0 Cumulative GPA

University of Minnesota Duluth

September 1999 – May 2003

Bachelor of Arts, Summa Cum Laude, May 2003
Major: Interdisciplinary Studies, New Media Writing
Minors: Philosophy and Jazz Studies
3.9 Cumulative GPA

RELEVANT EXPERIENCE

Experience Designer

Adaptive Path, San Francisco, CA

June 2010 – Present

Summer Associate

Adaptive Path, San Francisco, CA

June 2009 – August 2009

Worked as an experience design intern on active client projects, including concept generation and wireframing support for the new Cerego smart.fm iPhone app. Published to the Adaptive Path weblog regarding sketching and concept work. Developed and launched a redesigned version of the Adaptive Path home page, and implemented changes across the company website.

Web Director

Big Winds, Hood River, OR

February 2007 – August 2008

Managed and directed the online presence for the largest windsurf and kiteboard shop in the United States, including company website, commerce engine, product catalog, weblog, photo galleries, search visibility and online advertising. Responsible for all online media publication, including product information, copywriting, graphic design and photography. Migrated website and commerce engine to a new hosting environment and a Ruby on Rails architecture. Improved website design, layout, usability and functionality by referring to latest web industry research, best practices and visitor usage statistics. Work increased both online and offline sales, including strongest results in business history.

Web Designer & Developer, Business Owner

Brainside Out, Minneapolis, MN

September 2005 – February 2007

Managed website strategy, creation and maintenance for over a dozen clients while working as an independent web designer and developer. Work included project management, standards-based website design, back-end and front-end development, copywriting, webhost migration, software customization and content management. As a guest lecturer, presented to upper-division web design courses at the University of Minnesota Duluth, discussing design processes and client management.

Web Developer

Big Winds, Hood River, OR

January 2005 – May 2005

Rebuilt the back-end and front-end of the Big Winds e-commerce engine using standards-based design practices, and integrated it with a new website design. Updated back-end code and administrative sections to support new products and categories, greatly expanding flexibility and functionality of existing site.

Marketing Director, Web Designer, Web Support Specialist

Alpine Internet Solutions, Bend, OR

January 2004 – January 2005

Launched a redesigned version of the Alpine corporate website. Involved in the creation and maintenance of more than 30 client websites. Created and implemented a series of website design standards, resulting in a unified front-end development process that the company continued to use for more than five years.

DESIGN SKILLS

Familiar with human-centered design methods, including ethnographic observation, contextual inquiry, affinity diagramming, sketching, personas, prototyping, paper prototyping, usability testing, card sorting, site mapping, information architecture, wireframing, project management, copywriting, and working in small teams.

TECHNICAL SKILLS

Expert at CSS, HTML and XHTML. Experienced with PHP, CodeIgniter, Ruby on Rails, MySQL, AJAX, DOM scripting, Javascript, jQuery, Blueprint CSS, 960.gs, RegEx, SSH, FTP, Subversion, Git and XML. Some experience with C, Objective-C, Cocoa and ASP. Expert at Mac OS X, Photoshop and TextMate. Experienced with Illustrator, InDesign, Premiere Pro, Pages, Keynote, Aperture, Papers, OmniGraffle, Silverback, Yojimbo, Transmit, Terminal, Versions, Windows XP, Word, Excel, PowerPoint, Basecamp, Campaign Monitor, WordPress, Movable Type and Google Analytics. Some experience with Windows Vista, Windows 7, Flash, InDesign and Xcode.

AWARDS AND ACCOLADES

Published to the Adaptive Path weblog regarding concept generation and post-desktop interactions. Summer 2009. Published WattBot: A Residential Electricity Monitoring and Feedback System in *Extended Abstracts of CHI 2009*. Advanced to final round of the *CHI 2009 Student Design Competition* with WattBot, and presented at CHI 2009. Executive Chair of the Indiana University Graduate Informatics Student Association. January 2009 – February 2010.

OTHER EXPERIENCE

Associate Instructor

Indiana University, Bloomington, IN
September 2008 – May 2010

Wilderness Guide

YMCA Camp Menogyn, Grand Marais, MN
June 2006 – August 2006
June 2005 – September 2005

Snowboard Instructor

Mount Bachelor, Bend, OR
November 2003 – March 2004

Windsurfing Technician, Webmaster

Big Winds, Hood River, OR
May 2003 – November 2003

Senior Counselor, Windsurfing Director

YMCA Camp Ihduhapi, Loretto, MN
June 2002 – August 2002