

PETER ROGERS

Senior UI/UX Designer

Contact: peter@creativeleap.ca

Portfolio available at <http://www.creativeleap.ca/>

References available upon request

Since 1999, Peter has worked mainly on digital projects, designing user interface models for services and applications accessed through the Internet and mobile devices. He graduated from Carleton University in Ottawa in 1991 with a Bachelor of Industrial Design and in 1997, he completed the three year Classical Animation program at Sheridan College, with the intention of integrating animation and design. Peter also pursues interests in illustration, film, furniture design, writing and playing ice hockey wherever a game can be found. He also has a fondness for comic books.

RECENT PROJECTS

ExtendMedia

ExtendMedia provides a carrier-grade platform for managing video across PCs, televisions and mobile devices. Since joining ExtendMedia in August 2009, I have assisted in the creation of wire frame documents for the main platform as well as smaller modules and a stand alone Silverlight application. I have designed media player & management application UIs and led the visual design for a number of formats including desktop PCs, browser based Web applications, “ten-foot UIs” for television based services, the iPhone, Flash-based UIs for the Playstation, as well as a version for Microsoft Mediaroom.

Shortcovers

Shortcovers, now known as Kobo, began as the eBook initiative of Indigo Books & Music. The hope was to capture the growing number of people who read books online and on their mobile phones and devices. Kobo sells books in an open format that can be read in a browser, both online and offline as well as on a mobile device such as a Blackberry, or an iPhone or iPod Touch. They have also recently added their own eReader as well as an iPad application. My initial role was to develop visual concepts and layouts firstly for shortcovers.com and later develop UI/UX designs for mobile platforms such as the iPhone, Blackberry, Android and the Palm Pre.

Indigo Retail Kiosks

In 2008, Indigo created a new custom-designed kiosk and deployed 750 units to 90 stores. This new kiosk would focus on a user experience that fit tightly with the Indigo brand while increasing 3 key metrics: in store conversion, self-service orders, and customer satisfaction. The touch screen interface combined with a keyboard was to be primarily a search experience which encouraged users to place orders directly from the kiosk if desired. My role as user interface designer was to translate wireframe and business documents into an experience that extended Indigo’s brand while delivering a UI that was executable. The interface was built as a Web application (using XUL) with some inherent limitations yet with all the benefits of controlling the environment in which it ran.

Early business results exceeded expectations with a demonstrated increase in each of the key metrics: 0.5-1% increase in store conversion (representing a 1% annual increase in sales for Indigo); a 10% increase in self-service orders; and, a 95% surveyed satisfaction rate for customers.

WORK EXPERIENCE

August 2009–Present

ExtendMedia

Toronto, Ontario

Senior User Interface Designer

Designed media player & management application UIs as well as visual designs for a number of demos in formats including desktop PCs, browser based Web applications, “ten-foot UIs” for television based services, the iPhone, Flash-based UIs for the Playstation, as well as a version for Microsoft Mediaroom.

January 2008–July 2009

Indigo Books and Music

Toronto, Ontario

Senior User Interface Designer

Designed the user interface and brand extension for in-store retail touch screen kiosks deployed in over 90 Chapters-Indigo locations.

Developed concepts and layouts for Indigo’s eBook initiative shortcovers.com, as well as providing UI/UX designs and documentation for Shortcovers mobile applications for Blackberry, iPhone, Google Android and Palm Pre devices.

April 2006–December 2007

Creative Leap Design Services

Toronto, Ontario

Provided freelance services in the areas of graphic design, Web design, information and user interface design. Clients included Research in Motion, Adbeast, UTR Decorating, and Kriss Communications.

March 2000- January 31, 2006

Senior Interface Designer

Critical Path

Toronto, Ontario

Designed HTML prototypes of interfaces and interaction models for a variety of Web-based services and applications. Worked with the product development and marketing teams to design online user experiences. Responsibilities included designing and prototyping WML interfaces for applications such as calendaring, e-mail and address books to be delivered to a variety of wireless devices (UP and Nokia browsers, iMode and Pocket PC). Contributed to requirements and planning documents by describing and diagramming use cases and interface flow. Also, assisted in the management of usability studies covering both HTML and wireless products.

October 1999 - March 2000

Senior Designer, The DocSpace Co.

Toronto, Ontario

Designed information graphics and systems for various media and contexts (i.e. signage, graphics and animations for exhibits, kiosks, brochures and Web sites). Responsibilities included design input at various levels concerning user interface, product identity, overseeing the design, execution, and implementation of interactive training and on-line promotional material.

September 1995 - September 1999

Partner, Creative Leap

Ottawa, Ont.

Provided freelance design services, primarily in the areas of environmental graphic design, exhibit and indus-

trial design. Within these three areas, Creative Leap delivered all aspects of the design process from project management, research, concept development, design detailing, preparation of manuals, terms of reference, contract documents, specifications, design intent drawings, and presentation materials. Clients included the National Capital Commission, the Library of Parliament, the Canadian Museum of Nature, the Canadian Professional Coaches Assoc., Ottawa Public Library, PiP Animation, McMillan & Associates and Newbridge Networks.

1991 October 1991 to April 1995

National Capital Commission

40 Elgin Street, Ottawa, Ontario

In the term position of industrial designer, work encompassed industrial, exhibit and environmental graphic design for internal and external clients. Responsibilities included all stages of the design process from concept to detailing as well as design manager. Other work involved the preparation of standards and specifications of operational signage within Commission's corporate identity.

1991 July - September

The Design Workshop

70 Colonnade Road, Nepean, Ontario

In the position of junior industrial designer, worked on complement to an existing product line. Tasks included draughting, model making, conceptual design and presentation renderings.

1990 May - August

Océ, B.V.

Venlo, Limburg, the Netherlands

As part of a student technical exchange, worked in the industrial design department on the development of a new line of copying equipment.

EDUCATION

Diploma of Applied Arts - Classical Animation, Sheridan College, Oakville, ON. - 1997

Bachelor of Industrial Design with Distinction, Carleton University, Ottawa, ON. - 1991

General Studies, Memorial University of Newfoundland, St. John's, NL - 1986

Introduction to Java Programming, School of Continuing Studies, University of Toronto - 2003

Creative Writing Workshop, School of Continuing Studies, University of Toronto - 2003