

SENIOR PRODUCT DESIGNER

Eva Petersen

A product designer with the skills and experience to drive complex projects from start to finish. Focused on rapid development that drives business growth for SaaS, B2B, enterprise, and consumer products.

EXPERIENCE

New is Nice Always

Founder, Principal Product Designer

May 2023 - Present

Helping early-stage founders with software development, UX research and design focused on meaningful user experiences.

Muck Rack

Senior Product Designer

Aug 2019 - Jun 2023

- Led as the first product design hire for a growth-stage media communications SaaS platform that hit revenue growth over 75% and raised \$180 million series A in 2022.

- Drove UX maturity as the product scaled, shaped hiring strategies, enhanced product usability saving users 20 hours weekly and halved media list creation time.

- Inspired cross-functional UX adoption, integrated developers into design process.

Marriott Worldwide Vacations

Information Architect

Sep 2017 - Aug 2019

Prototyped and tested user flows as part of a pilot agile transformation team working on a large-scale, transactional mobile application.

WAYFINDER UX Agency

Experience Designer

Jan - Sep 2017

Created a dashboard for Underwriters Laboratories (UL) that enables access to complex, safety certification data from multiple sources.

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SKILLS

- Collaboration & Facilitation
- User Research
- HTML, CSS and JavaScript
- Fluent in Spanish & English

SOFTWARE

- Figma + Adobe CC
- Framer + Visual Studio Code
- Dovetail (Research)

VOLUNTEERING

ADPList Mentor

Jun 2024 - Present

Ambassador + Designer SoulDoodles

Mar 2024 - Present

BrainStation Guest Speaker

Nov 2024 + Mar 2023

EDUCATION

Savannah College of Art and Design

B.F.A. in Painting
Summa Cum Laude

HmntyCntrd®

Leadership Workshop
Jan - Feb 2022

ICAgile: Agile Professional

Dec 2018