

CURRICULUM VITAE



ANDERS PETERSEN

Address: Krebsen 103, 3650 Ølstykke

Phone #: 29900730

email: anders@miskatonic.dk

portfolio: www.sanatoriadesign.dk/portfolio

linkedin: <https://www.linkedin.com/in/anders-petersen-04b4b42>

PROFILE

As a UX / Interaction designer I have more than 15 years of professional experience solving a variety of usability challenges. Over the years I have designed and specified user interfaces for a diverse range of platforms; from web frontends, desktop- and mobile apps to interactive broadcast TV, embedded platforms such as set-top boxes and media players, as well as input devices. For the past ten years or so, I've been doing UI and usability for games, both on PC, console and mobile.

While my background is in graphic design, I'm code-savvy enough to be able to work closely with front- and backend developers, system- and information architects as well as other designers and graphic artists. Combined with strong communication skills and extensive writing experience, I'm able to deliver on all facets of UI design, end to end – from requirement specification to user research, sketch, wireframes, mockups, prototype, usability testing, documentation and finished production assets. Having worked in both large corporations, mid-sized businesses and small startups, I'm comfortable working in teams of any size and have lots of experience working with outsourced development teams across different time zones.

In my role as the user's advocate, my every day goal is to obscure system complexity and create ways for people to use technology without thinking. I get a kick out of observing how people interact with technology and I approach design challenges with equal parts user psychology and craftsmanship.

Never content with my current level of experience, I also use every opportunity to learn something new.

SKILLS

Key skills:

- UX / interaction design for screen and input devices
- Usability testing – Remote- and on-site facilitation, user interviews, documentation
- Graphic design – UI, illustration, photo manipulation/compositing, iconography, animated elements
- Conceptual design and prototyping – paper, still images, animated, interactive
- Writing – Technical documentation, specifications, copy and creative writing
- Sound design and recording

Tools:

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Flash/Animate CC, Axure and similar prototyping tools, video/audio editing & muxing software, FMOD, Confluence and Office.

Technologies:

- Bitmap and vector graphics
- HTML, CSS, XML, web CMSes (chiefly Wordpress)
- Game SDKs, consumer A/V, broadcast TV- and video tech (muxing, protocols and standards).
- Project management and versioning systems: JIRA, Trello, Mantis, TRAC, Perforce, Subversion, CVS.

Work methods:

Agile development methodologies: Personas, user stories, estimation, iterative development/sprints, tracks, scrum, retrospectives. Rapid prototyping, user research and usability testing.

Languages:

Danish and English. Native / bilingual proficiency.

PROFESSIONAL EXPERIENCE

2017-Current: **UI/UX Designer, RETO MOTO**

RETO MOTO specializes in large scale free-to-play FPS game experiences. My responsibilities include:

- Leading the UI design for Heroes & Generals WWII - a massive multiplayer WWII FPS / strategy game.
- Designing and improving the character management, loadout, progression, strategy map, HUD, social features, store, reward systems, monetization and many other facets of the game.
- Leading the ongoing usability improvements to increase the width and yield of our player funnel, the onboarding and social interaction aspects of the game.
- In charge of the game's localization into 11 different languages.
- Apart from my UI/UX role, I have also been responsible for the game's sound design since early 2020.

2017-2017: **UI/UX Designer, IO Interactive**

At IO I was responsible for the onboarding and tutorialization of post-release DLC for HITMAN (2016) as well as a complete redesign of the inventory system and a number of other HUD elements for HITMAN 2 (2018).

I was also tasked with identifying and structuring improvement areas in the massive online UI encompassing challenges, leaderboards, user contracts, elusive targets, career tracking, destination/mission selection, story overview, briefing, debriefing, planning, loadout, mastery progression and dozens of other menu components.

2013-2016: **Senior UX Designer, Keepit**

Keepit develops smart cloud-based multiplatform backup and file sharing solutions for enterprise and consumers. My responsibilities included:

- Design lead on the consumer-oriented web frontend for the Keepit platform
- Ongoing design of the web-based Keepit CRM interface for enterprise customers
- Ongoing UI design of Keepit client software for PC, Mac, iOS, Android, server, Office 365, etc.
- Ongoing design of web-based unified file management interface and media players/viewers.

2011-2014: **Writer / VO Director / UX Designer, House On Fire**

I wrote the story, dialogue, designed the UI, dialogue system and directed the voice acting for the indie-produced time travel adventure game The Silent Age for PC, iOS and Android. The game has garnered over 8 million players and received several awards and nominations.

2011-2013: **Senior UX Designer, eMagCreator**

eMagCreator makes design- and publishing tools for rich-media augmented digital magazines on desktop and mobile as well as offering a cloud processing and CMS framework for publishers. Responsibilities included:

- Design lead on the eMagStudio desktop application and related tools
- Design lead on mobile apps, both eMag-related and unrelated customer projects
- Ongoing design of web tools and CMS
- Design and development of custom skins for the application suite, portal and mobile apps

As a special project, I also designed a union regulation time tracking app for the 11.000 members of the Danish Junior Doctors Association (Yngre Læger) and co-managed a small development team in Ukraine and Russia.

2006-2011: **UX / Interaction Designer, NDS**

NDS is the world's leading agency in interactive TV and conditional access. In R&D my work included:

- Game concepts and UI for IPs such as Avatar: The Last Airbender and Cartoon Network's FusionFall MMO
- Leading the UI efforts on proof-of-concept for 3D gaming on a set-top box via the Unity3D engine
- Several interactive TV apps and pitches for BskyB, Turner, CableVision, CNN, History Channel, etc.
- Analyzing, usability testing and improving existing customer interactive TV applications

- Design lead on the Kabel Deutschland EPG and VOD service with an install base of 8.5 million users
- Several UI frameworks for VOD catalogues and content recommendation systems

2004-2006 **UI / Concept Designer, Cisco**

At Cisco I was in R&D designing UI for media streaming and playback devices. Responsibilities included:

- Designing UI for embedded devices such as media players, DVR/PVRs, set-top boxes and TVs
- Designing UI for online TV applications, such as EPG, games, music streaming-, weather- and news apps
- Design of web-based DVR/PVR remote administration interfaces
- Adapting UI to customer spec, working directly with clients such as Microsoft, Dolby, KEF, Apex and Jamo
- Design of remote controls and device I/O panels
- Writing and editorial work on user manuals

2002-2004 **Owner / UX- and Graphic Designer, Sanatoria Design**

My one-man design outfit solving a wide variety of usability and graphic design challenges. Cases spanned branding, illustration, web and software UI designs, character designs and game graphics. Written work included copywriting, story and dialogue for games. Clients included: FOSS Electric, Persequor, SecondGuess ApS, TinyStocks, Pagan Games, THP Games and House On Fire.

OTHER EXPERIENCE

2020-Current: **Advisory board member, Flowplan.io**

Providing usability- and product design advice for a high-tech solution for reducing water- and energy waste.

2000-2012: **Staff writer, Geek Culture**

Geek Culture is a Danish-language independent publication for geeks, with whom I wrote a few hundred articles and reviews of video games, music, books, movies and technology for over a decade.

2000-2001: **Staff writer, Music Reactor – Egmont Online**

Music Reactor was part of Egmont's trinity of media-centric online publications (the other ones being Film Reactor and Game Reactor). I did reviews of metal, rock, punk and industrial album releases.

EDUCATION

2001-2003 **Digital Design at Business And Technical College Bornholm.**

(Graduated with an 11 (A) point average and was awarded a stipend for a paper on game development for the SEGA Dreamcast.)

2001-2001 **Student Internship at IO Interactive (3D modeling, character design)**

1999-2001 **Graphic Design at Hasle Seminarium, Grafisk Formgivning**

1995-1998 **Bornholms Amts Gymnasium**

In addition, I have completed a number of courses and seminars in HTML, CSS, JavaScript, PHP, SQL and Flash over the years.

PERSONAL INFORMATION

I live in Ølstykke with my wife of 20 years. Much of my spare time is spent restoring and documenting vintage video game systems as well as designing and building custom arcade machines and control panels. I'm a tech history buff and a very active participant in the video game preservation community as a card-carrying member of the Danish Data Historical Society and a contributor to Det Kongelige Bibliotek's game preservation efforts. I enjoy woodlands hiking and photography as stress relief and share these hobbies with my wife. I'm a huge cinemaphile and music addict as well.