

# Peter Roessler

## DESIGN RESEARCH LEADER

peterjohnfredrickroesslerjr.com  
peter.roessler@gmail.com  
415.509.1948



in/peterroessler



@peterroessler

## OBJECTIVE

Seeking new leadership opportunity providing strategic design research, planning and mentorship in service to user-focused innovations that deliver value to both the customer and the business

## EDUCATION

### MASTERS DEGREE

University of California Berkeley  
Master of Information Management and Systems



### BACHELORS DEGREE

University of Florida  
Bachelor of Science- Chemistry, magna cum laude

## SKILLS

### Domains

iOS and Android Mobile Devices, Fintech, Enterprise Software, Manufacturing, Ecommerce, Human Resources, Ubiquitous Computing, Public Utilities, Gerontology, Pharmaceuticals

### Design

Multidisciplinary and open approach to design thinking, focus on user and business value of design, design ethnography, workshop facilitation, concept/usability testing, survey design, market research, research recruiting

## PUBLICATIONS

Roessler, P., Agarwal, A., "The Graffiti Wall: An Emerging Method for Gathering Qualitative Feedback in a Public Setting," Usability Professionals' Conference Proceedings, UPA 2009, Portland, OR.

O'Brien, E., Roessler, P., "A Tale of Two Customers: Addressing the struggle between flexibility and usability in B2B software implementations," Usability Professionals' Conference Proceedings, UPA 2009, Portland, OR.

Roessler, P., Agarwal, A., "The UX Graffiti Wall: Interactive Exhibit," Agile Conference Proceedings, Agile 2008, Toronto, ON, Canada.

Consolvo, S., Roessler, P., Shelton, B., LaMarca, A., Schilit, B., Bly, S., "Technology for Care Networks of Elders," IEEE Pervasive Computing Mobile and Ubiquitous Systems: Successful Aging, Vol. 3, No. 2, April 2004.

## EXPERIENCE

### Staff Product Researcher/Research Manager

Credit Karma / Oakland, CA / 2020 - present

- Collaborating with senior leadership to prioritize and maximize lean research education and insight delivery across all phases of the product lifecycle
- Managing three (3) IC staff across core experience and integrations with assets features, maximizing user-business co-value
- Scaling team impact and maturity through the implementation of various organizational best practices and improvements
- Led foundational, exploratory research work for new assets product vertical and established an embedded research support model

### User Experience Research Manager

Amazon Global Selling & Fulfillment / Seattle, WA / 2017 - 2018

Alexa Devices and Experience / Seattle, WA / 2018 - 2019

- Managed the highly-matrixed research program for international expansion of Alexa features
- Managed a team of three (3) Researchers supporting two business units within Amazon Global Selling with a wide geographic stakeholder distribution (Luxembourg, Hyderabad, Seattle)
- Streamlined processes for research support requests and onboarding of supporting tools and vendors
- Facilitated Design Thinking product accelerator workshops for high velocity product delivery

### Director of User Research

Foxconn / Taipei, Taiwan & San Francisco, CA / 2015 - 2017

At Foxconn I built the Research and DTech arm of the Experience Design team, which included:

- Opening Foxconn's first American US office with the other 3 team leads
- Managing and providing oversight to a team of four (4) user researchers and design technologists
- Training and mentoring Taiwanese direct reports and team at-large in research best practices
- Establishing a successful, data-driven research strategy that supports efforts across three brands (Nokia, Sharp, InFocus)
- Conducting and mentoring on strategic competitive analysis to help differentiate product features and functionality

### User Research Lead

Splunk / San Francisco, CA / 2014 - 2015

My support for Splunk Enterprise Security - the leading platform for Security Monitoring and Operational Intelligence - included:

- Providing premium research support to the product teams to deliver the first sets of user-led insights
- Managing vendors for overflow usability testing on other products in need of research support
- Leading first ethnographic field research visits for the company, contributing toward its strong recognition on the SIEM Magic Quadrant for the Splunk Enterprise Security product

### Principal Design Researcher

GE UX Center of Excellence / San Ramon, CA / 2013 - 2014

- Researched trust-building mechanisms for GE Aviation customers, supported by journey mapping of all aspects of the engine leasing lifecycle
- Led exploratory research and co-design workshops with GE Aviation and customer stakeholders
- Improved change management across GE divisions through UX contributions to Fastworks lean agile processes, which were adopted across divisions

### Independent Consultant, Research Strategist

San Francisco, CA / 2011 - 2013

- Sample Clients: Google Maps and Commerce, Cisco, Apple Customer Service, ShareThis
- Notably, coached executive leadership at ShareThis through a research and product innovation process to concept potential futures for a company's product offerings

### Senior User Researcher

Salesforce.com / San Francisco, CA / 2007 - 2011

- Established ethnographic and secondary design research practices for the User Experience team, e.g. field work, workshop facilitation, systems frameworks, opportunity definition, persona development, global surveys, executive and storytelling presentations
- Developed a research media library for internal self-service, geared toward product management and content strategists

### Design Research Leader, Design Services Team

SAP, Office of the CEO - CTO / Palo Alto, CA / 2005 - 2007

- This team accelerated SAP's adoption of human-centered Design Thinking for software
- Co-designed and frequently moderated a user-centered training offering based on the IDEO process - now a core aspect of SAP's global design training curriculum
- Co-created subset of material for "Software Design Experiences" course at Stanford d.school and mentored interns from Stanford d.school and IIT Institute of Design
- Partnered with global HCM executives to deliver new product concepts and services