

Peter McKeown

An Experienced Design Leader

petermakes.com

peter@petermakes.com

(206) 245-4784

experience

Meta | Design Manager and Senior Product Designer in Ads

2019 to present (4 years, 2 months)

Meta digital advertising empowers businesses of all sizes—all around the world—to reach customers and grow their profits.

Product Design Manager for three years, then moved to Senior Product Designer in March 2022.

- Worked with Engineering and PM partners to build a product group with hundreds of people, and represented design leadership in my part of the business.
- Defined org level mission statements, goals and roadmaps. Shipped complex and highly technical products in coordination and collaboration with sister teams.
- Played a lead role in a multi-team initiative to solve an urgent issue that threatened our core business. Rapidly designed and shipped solutions that have helped retain billions of dollars in revenue for Meta.
- Grew and managed a team of 12 product designers. Developed a strong quality culture and introduced tools and process to maximize design efficiency and influence.
- Mentored and coached designers and design managers across multiple product areas. Effectively managed career growth for my team members.
- Planned and facilitated Design Sprints to quickly and collaboratively solve complex problems.
- Developed a design system used by multiple teams. Built design and engineering processes to maximize efficiency and consistency.

Northeastern University | Part-Time Lecturer

January 2019 to present (4 years, 3 months)

Teaching product design and usability testing within the College of Engineering.

- Developed a unique, user-centered design curriculum which I have delivered for seven semesters.
- Supporting and mentoring 80 students who are new to design, across three locations (Boston, Seattle, San Jose).
- The course achieves consistently high ratings from students, above average Northeastern course evaluation averages on every facet.

education

Certificate in User Experience and Customer Centered Design

California State University, Fullerton
Completed June 2015

Nielsen Norman User Experience Certification

Completed December 2017

Diploma Graphic Design

Enmore TAFE Center for Design
(Sydney, Australia)
Completed 2002

skills

- Developing strategy and vision in complex product areas
- Planning and facilitating Design Sprints and other collaborative exercises
- Agile planning and sprint management
- Fluent in user centered design processes including wireframes, mockups, user journey mapping
- Fluent in prototyping, including paper and digital
- Usability test planning, execution, and analysis
- Figma, Sketch, InVision, Flinto, Adobe Suite, Axure, Jira, Office. Proficient in CSS / HTML

CDK Global | UX and Design Director

August 2010 to March 2019 (8 years, 10 months)

CDK is a Seattle-based company that provides a full suite of solutions for automotive dealers, including responsive websites, advertising, and software to manage inventory, service, and people.

Started at CDK as a Senior IC before becoming a UX Manager, then UX Director.

- Collaborated with product and engineering partners to define product strategy and delivered large scale products that delighted customers and unlocked new revenue.
- Designed a responsive website platform that delivers dynamic content on all screens from mobile, to tablet, to desktop. Built a CMS from the ground up to store and deliver content to websites and other properties.
- Successfully managed a team in an Agile environment using Jira to plan and balance workload and delivered excellent products, on time and on budget.
- Worked with team members to set SMART goals, build UX skills, and create a path for career advancement.
- Expanded UX Research capabilities and tool sets and built a robust UX process into the product cycle, including regular research, usability testing, and A/B testing.
- Evangelized the UX process and educated stakeholders to build a user-centered product culture. Partnered with Strategy and BI teams so that the UX team could make well informed, data-driven design decisions.

The North End Creative | Principal

March 2010 to August 2010 (6 months)

Established and ran a full-service advertising agency in the Seattle / Tacoma area.

- Launched a major new tequila brand, El Espolòn Tequila. Created brand story, brand guidelines, collateral, marketing materials, in-house videos, websites, and social media content.
- Worked on a variety of national spirit brands to define marketing strategy, deliver promotional campaigns, and create printed collateral.

Casey Family Programs | Graphic and Web Designer

March 2009 to Mar 2010 (1 year, 1 month)

A large non-profit organization based in Seattle with locations nationwide.

- Worked closely with team members to evolve and update brand guidelines. Created design templates that promoted consistency and saved time and money.
- Coordinated with team members across multiple departments and at various locations to deliver design solutions that were impactful, effective and on-brand.
- Designed and developed web sites and intranet sites. Created advertising for Casey and affiliated organizations. Coordinated with vendors, negotiated pricing, and tracked projects through to delivery.

Brandner Communications | Art Director

June 2005 to March 2009 (3 years, 10 months)

Brandner Communications is a full-service advertising agency located in the Seattle area.

- Designed logos and developed brand guidelines and template documents.
- Created advertising, printed materials, and websites for various clients.