

# Pete Hensing

503-939-8199 [info@petehensing.com](mailto:info@petehensing.com) [www.petehensing.com](http://www.petehensing.com)

## Roles and Responsibilities

### Lead Product Designer, Atlassian 4/2022 to 7/2023

Led product design for Atlassian's FedRAMP initiative, focusing on customer support

- Conducted user research and collaborated with stakeholders to understand the effect of FedRAMP compliance on current support processes and systems, data isolation ramifications, and impacts to overall user experience
- Created comprehensive journey maps, prototypes and service designs for end-to-end support, covering all personas, to illustrate the touchpoints where FedRAMP compliance was needed
- Employed agile design methods to prototype and deliver Figma designs within project deadlines
- Advocated for improved support experiences and processes for federal customers and support agents in alignment with Atlassian design guidelines

### Led product design on a core team dedicated to improving internal support

- Led brainstorming and crit sessions with business ops, product managers and engineering architects to improve internal end-to-end support processes and tooling
- Rebranded the primary support tool used across Atlassian's enterprise, giving it a fresh visual identity and integrating new features for upcoming rollouts
- Conducted user research and stakeholder interviews during the discovery phase to identify inefficiencies across enterprise support
- Utilized agile methodology to deliver Figma designs and prototypes, progressively improving the user experience of internally-built support tools to align with Atlassian's quality standards and the corporate design system

### Web Experience Manager, Tripwire 11/2018 to 4/2020

Directed the development, maintenance, and performance optimization of the company website. Collaborated closely with diverse vendors and stakeholders across the business to devise and execute strategies for enhancing usability, stability, SEO performance, and overall functionality of the website. Spearheaded the management of corporate web software, consistently prioritizing essential updates including site CMS and blog platforms, third-party APIs, and internal software integrations. Demonstrated proficiency in integrating and harnessing analytical and behavioral tools, such as Adobe CC, CrazyEgg, Google Analytics, Salesforce, and Marketo, among others, to drive customer acquisition initiatives. Led the orchestration and execution of UX prototypes and impactful A/B tests, culminating in data-backed enhancements that optimized user experiences and propelled sales conversions. Pioneered the streamlining and enhancement of processes governing content publication, user management, and contingency measures for emergency downtime scenarios.

### Lead UX Architect, CMD 11/2014 to 11/2018

Promoted, evangelized and educated team members and clients about UX best practices. Collaborated with and directly integrated with teams through project discovery, defining and

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documenting users, requirements and success metrics and developing overall project vision and strategy. Created requirements, wireframes, user personas and scenarios, information architectures and taxonomies, customer journeys and maps, and other UX documentation. Acted as direct point of client contact for project communications describing the importance and value of UX, presenting recommendations to clients and project teams. Introduced and leveraged Invision, Sketch, Axure and Adobe CC into the agency workflow process to create UX collateral.

## **Senior Brand Architect, Nike 4/2012 to 3/2013**

Managed the customer experience and front-end architecture across Nike's key digital domains. Acted as a technical consultant for brand experiences, taking into account security, usability, compliance, privacy and technical feasibility. Collaborated with Nike's agencies of record, inspected statements of work, reviewed creative and UX documentation, and provided design and technical direction within the agile environment.

## **Senior UX Architect, Nurun 9/2011 to 4/2012**

Led UX initiatives on multiple concurrent projects. Managed the UX team, mentored junior members, and delegated workloads across projects. Acted as a direct point of contact to clients as a consultant and collaborator. Participated in product pitches and scouted for new business. Created wire frames, prototypes, user journeys, site flows, and conducted content audits.

## **User Experience Architect, Wieden+Kennedy 1/2010 to 6/2011**

Created information architecture and user experience interfaces for marketing and informational web sites, mobile and social experiences. Mentored junior UX team members. Evangelized the value of user experience to the agency. Acted as the primary studio resource for questions and usability problems. Worked directly with clients to understand their needs and the needs of their customers. Created collateral to support UX and information architecture: wire frames, user flows, drawn story boards, prototypes and digital mock-ups. Wrote taxonomies, assessed and reorganized site content for better findability, and employed tried-and-true design patterns to solve design problems.

## **Senior Developer, Internal Communications, Nike 1/2008 to 1/2010**

Directly responsible for launching and maintaining multiple iterations of Nike's corporate intranet. Performed multiple simultaneous roles as developer, interaction designer, project manager, strategist and radio producer. Programmed in Java, PHP, Flash and AJAX, RSS aggregation, HTML, JavaScript, CSS, Python and other languages. Conducted user surveys and interviews with global employees and conducted architectural assessments to enhance the UI and information architecture. Strategized and planned features for updates and overhauls, created and presented to superiors and executives, designed support documents such as wire frames and user flows, managed projects.

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## **Senior Web Developer, Global Brand, Nike 1/2003 to 1/2008**

Performed dual role of interaction designer and front-end developer by creating storyboards, user flows and wireframes and building the interfaces for large-scale web applications for Nike's brand department. Assessed which user interface technologies befitted the best experience and provided the final voice to ensure the results met strict UI guidelines. Communicated directly with the business team, driving changes to fulfill client needs and improve application usability. Evaluated the business goals and mapped out the phases of project implementation. Designed and developed front-end of Nike's global document management system, utilizing HTML, CSS, JavaScript frameworks, AJAX and Java software interfaces. Led the UI development team, trained coworkers in best practices developing front-end technologies.

## **Education**

University of Oregon, B.S. in Computer and Information Science, 2000

## **Awards and Honors**

2017 Rosey Award of Merit  
2016 Rosey Award of Excellence - Responsive Design  
2011 Awwwards.com site of the day  
2010 AdWeek Agency of the Year  
2010 AdAge Agency of the Year  
2007 Nike GIT Maxim Award