Peter Backman

I strive to build and grow truly empowered design teams.

VISION

I support and enable design teams to improve how product and service companies execute on their User Experience vision through sound design leadership that generates measurable impact from customer adoption, engagement and retention.

PASSION

I believe deeply in the virtues of curiosity, experimentation and play which I leverage as core tenets upon which I develop effective and motivated teams. I rely on partnership and collaboration as my chief tools to create consensus and drive change.

EXECUTION

I maintain a strong ongoing bias for action forged in the startup world, an honest desire to serve and represent the customer's interests, and a track record of delivering on strategy derived from a deep knowledge of the customer's needs and expectations.

EXPERIENCE

UX DIRECTOR
ORACLE CLOUD INFRASTRUCTURE
MAY 2016 — PRESENT

Oracle Cloud Infrastructure (OCI) is Oracle's second-generation cloud platform launched in Fall 2016 that is designed to address the unique needs of enterprise customers who are making the transition to cloud-native development models or who are looking to migrate their on-prem workloads to a safe, secure and scalable platform built to support their specific challenges and demands

- Founded a product design org that has scaled 10x since inception to support the launch of a Gen2 cloud platform that provides 100+ IaaS and PaaS features and is operating at $2B annualized revenue
- Launched a complete design system with documentation and design libraries used by the entire product development org to enable the shift to a federated product development model
- Launched and operate a business-critical usability and design governance program that ensures quality and consistency for all OCI features shipping on a continuous deployment model with weekly releases
- Launched a centralized and federated qualitative User Research program to allow for both foundational and product experience validation research
- Drove strategic product design and initiatives and programs across OCI and in partnership with senior leadership across Oracle's cloud-focused business units to address the unique needs of enterprises
- Created and launched an internal design federation platform that amplifies the speed and agility of federated product development teams and integrates directly with OCI's design governance program

SR. UX ARCHITECT
HEWLETT-PACKARD ENTERPRISE
SEPTEMBER 2014 — MAY 2016

HPE Helion brought a differentiated version of OpenStack cloud platform to market with a unique management console tailored to cloud architects and operators who are tasked with standing up a complete cloud platform within their on-prem datacenters

- Defined, designed and partnered to launch a new and differentiated OpenStack-based cloud platform experience targeting enterprise customers
- Redesigned and relaunched the product experience for an on-prem cloud applicance with $2B+ annual revenue to align with the new cloud platform
- Partnered with HPE design leadership to develop and launch an org-wide design system and component library

SR. DIRECTOR OF UX
MOST, LLC
JANUARY 2014 — AUGUST 2014

MOST was a hardware and platform solution addressing the need for secure testing by accredited colleges offering distance learning. The product monitored and observed the testing environment and provided a security score that could be combined with audio/video/sensor recordings for auditing test sessions to provide virtual test proctoring without human proctors

- Joined as UX leader of the seed-stage startup focusing on product and experience strategy for a custom hardware and platform product designed to secure remote testing in the higher education market
- Developed branding, product definitions and go-to-market strategy in partnership with the founders and angel investor
- Developed patent filings for differentiated product and platform technologies
- Secured $2M in funding and completed patent filings in first six months

UX ARCHITECT & MANAGER
METEOR ENTERTAINMENT
OCTOBER 2012 — JANUARY 2014

Meteor Entertainment was a VC-funded gaming platform startup that developed and launched the AAA free-to-play gaming title "HAWKEN" along with an online platform to manage payment, social, and content needs of the title and additional free-to-play titles in development

- Designed, developed and launched online platform for free-to-play AAA video game title "HAWKEN" and additional AAA titles in development
- Led and grew cross-functional team of UX designers and UI engineers responsible for the web-based community, payment and content pillars of the game experience
- Developed and executed on experience proposals for game experience enhancements and meta-game experiences to drive additional engagement and adoption

UX LEAD & ASSOCIATE CREATIVE DIRECTOR
SMITH
SEPTEMBER 2011 — NOVEMBER 2012

SMITH is an experience agency that addresses a full suite of experience strategy and design services for a wide range of clients focused on both B2C and B2B products and services with a special empahsis on Fortune 500 clientele

- Led the overall UX practice and experience design team for digital agency targeting Fortune 500 B2C and B2B clientele
- Won key accounts based on experience strategy presentations to customers including: Microsoft Game Studios, Nike, News Corp, Xerox and others
- Partnered with agency leadership on account pursuits and new client acquisition presentations

SR. DIRECTOR OF UX
123PRINT INC
FEBRUARY 2009 — AUGUST 2011

123Print is an e-commerce retailer specializing in custom-print business marketing and identity goods from business cards, brochures, and other branded goods needed by small and medium-sized businesses looking to reach new customers

- Led the experience team delivering a rebranded and improved e-commerce platform for custom-printed business marketing materials
- Developed strategies for experience improvements that drove significant increasese in order complettion rates, average order value, and return frequency
- Worked with Engineering and Product leaders on strategic initiatives to drive increased customer satisfaction and retention

EDUCATION

Bachelor of Arts, Communications — University of Washington, 1993
Bachelor of Arts, English — University of Washington, 1993