

BRIAN PETERSON

User Experience / Product Design Leader

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EXECUTIVE SUMMARY

Design leader with a dual foundation in Computer Science and Human-Centered Design. Proven success in leading high-performing teams and modernizing legacy systems. Translates advanced R&D into cohesive, scalable platform architectures at enterprise scale. Known for simplifying highly complex product portfolios into intuitive experiences that accelerate time-to-market and unlock measurable business value. Brings a hands-on creative perspective to executive leadership, shaping product vision through concept development, experience storytelling, and design authorship. Strategic partner to product and engineering across regulated and enterprise domains. Recently completed a planned personal sabbatical and now fully available to lead high-impact design organizations.

LEADERSHIP MILESTONES

- **Market Disruption:** Led and shaped an experience-driven redesign of a mobile TV discovery platform, achieving **90% market penetration** within one quarter of launch and securing the **#1 position** in the Japanese mobile entertainment market.
- **Experience Architecture:** Conceived and executed the strategic product design vision for a single global, multi-tenant SaaS platform designed to **replace 90+ legacy applications** and **eliminate redundancy** across a dozen global brands.
- **Business Transformation:** Architected the "Unify" digital health platform for AstraZeneca—a mandatory solution for all future global drug trials **estimated to reduce pharmaceutical trial durations by 50%** by replacing antiquated analog workflows. The platform **tested nearly 30 points higher in usability** than the industry average.
- **Premier Industry Recognition:** Recipient of an **Emmy Award** for pioneering interactive program guides and two **iF International Forum Design Awards** for harmonizing industrial and digital design within complex, next-generation hardware/software ecosystems.
- **Innovation & IP:** Inventor on 49 granted utility patents; transformed the design team into a **revenue-generating function** by establishing an IP strategy that was both **offensive and defensive**, producing 100+ patent filings in three years.

PROFESSIONAL EXPERIENCE

PERSONAL SABBATICAL | 2023 – Present

Period concluded; fully available for design leadership roles.

SYNOPSIS | Director of User Experience | 2021 – 2023

Recruited as the first UX Executive to establish a design-led culture across a global cybersecurity portfolio spanning cloud and on-prem product ecosystems.

- **Organizational Foundation:** Built the inaugural UX organization, defining standards, hiring frameworks, career ladders, and operating models to embed user-centered design into the product development lifecycle.
- **Platform Modernization:** Directed the experience strategy and launch of a flagship cloud-based SaaS security platform, consolidating multiple legacy on-prem systems into a cohesive ecosystem.
- **Cross-Functional Influence:** Partnered closely with product, engineering, and executive leadership to navigate deep technical constraints while delivering on aggressive global release timelines.

ASTRAZENECA | Design Leader Consultant | 2020 – 2021

Retained to lead the experience strategy for "Unify," a global digital health platform transforming the pharmaceutical trial ecosystem.

- **Systemic Transformation:** Orchestrated the transition of antiquated analog workflows to a unified digital drug trial platform, engineered to reduce pharmaceutical trial durations by 50%.
- **Validated Performance:** Delivered a design that tested nearly 30 points higher in usability than the industry average, resulting in a best-in-class 94 SUS score, while ensuring data integrity across a global patient population.
- **Agency Orchestration:** Directed a hybrid team of internal researchers and Frog Design to execute a foundational ecosystem, ensuring universal accessibility (WCAG AA).

HONEYWELL | Global Director of User Experience Strategy | 2015 – 2019

Directed UX strategy across three business units with \$5B+ in combined revenue, spanning industrial and consumer products.

- **Enterprise SaaS Vision:** Architected the experience vision for a global fire-software lifecycle platform, replacing 90+ legacy applications with a unified, scalable framework.
- **Operational Scale:** Led UX strategy for dozens of concurrent programs, providing dotted-line leadership to 75+ multidisciplinary staff across global locations in a highly matrixed organization.

- **Award-Winning Portfolio:** Contributed to a multi-year run of industry-recognized products through disciplined experience architecture and design governance.

TIVO (formerly ROVI, MACROVISION) | Director of Design & Innovation | 2004 – 2015

Progressed from Principal Designer/Developer to a senior leadership role overseeing design, innovation, and intellectual property development and mentorship.

- **Market Leadership:** Led experience design for a mobile entertainment discovery platform achieving #1 market position and 90% adoption in Japan.
- **Innovation Incubator:** Created and led a cross-functional innovation program focused on original concept development and experience invention. Mentored global teams in structured ideation and patent development.
- **IP Strategy:** Positioned design as a revenue-generating creative engine, producing 100+ patent filings in three years to establish foundational IP that remains core to the modern entertainment landscape.

EARLY CAREER SUMMARY

- **Co-Founder:** Polarfire Design
- **Design & Engineering:** InstallShield Software | PagePath Technologies | Terlato Wines Group

EDUCATION

Bachelor of Arts, Computer Science | University of California, Santa Cruz

SELECT AWARDS & RECOGNITION

- **Emmy Award:** Pioneering onscreen interactive program guides
- **iF International Forum Design Award (2x):** Industrial and Digital Design Integration
- **Patent Holder:** Inventor on **49 granted utility patents**