PETER OGDEN

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UX Design / Motion Design / Visual Design

Strategic and creative professional with over 15 years of experience in Technology, adept at crafting compelling visual narratives to enhance brand awareness, drive engagement, and align with organizational goals. Committed to applying user-centered design principles, ensuring each solution not only captivates the audience but also prioritizes the end user's experience. Demonstrates a proven record in translating intricate concepts into impactful visual stories while fostering innovation.

PROFESSIONAL EXPERIENCE

Senior Creative Production – Corporate Communications   **January 2020 – November 2023**
T-Mobile | Bellevue, WA

- **Led cross-functional collaboration for executive-level communications on technology initiatives**, highlighting proficiency in art directing video, motion design, and typography.
- **Developed a comprehensive motion template library**, meticulously ensuring consistency, elegance, and brand awareness. This initiative displayed a commitment to organizational cohesion.
- **Conceptualized and executed an engaging video series**, seamlessly integrating impactful brand design to achieve strategic business objectives. Maintained 80% viewership within the organization through strategic storytelling and collaboration.
- **Conceived a distinctive brand for a monthly video series** featuring the President of Technology. Envisioned compelling show openers and dynamic motion graphics to maximize audience impact and enhance viewership across organization.
- **Assumed leadership roles** by mentoring team members and cultivating a collaborative, growth-oriented environment. Proactively initiated weekly discussion and tutorial sessions, directly elevating team dynamics, and enhancing creative outputs.

Senior Creative Production – Tech Experience Innovation Lab   **September 2017 - January 2020**
T-Mobile | Bellevue, WA

- **Conceptualized two distinctive Augmented Reality experiences** and led the collaborative development across engineering, video production, design, and external vendors. Successfully integrated brand awareness and compelling 5G network storytelling while managing budget and aligning with the company's innovative vision.
- **Engineered interactive kiosks** to display smart company IoT initiatives, achieving visually impactful UI design and a seamless user experience. Shipped these kiosks to industry events nationwide, contributing to T-Mobile for Business objectives.
- **Designed engaging interactive experiences,** leveraging specialized hardware solutions for internal stakeholders and industry events. Successfully delivered impactful 5G network narratives, captivating audiences while strategically gathering user data to reveal unique stories and insights.
- **Managed and facilitated demos aboard the Tech Experience Mobile Center,** evangelizing 5G technology at T-Mobile for Business events such as CES, MWC, and Dreamforce. Oversaw logistics and collaborated with multiple vendors for on-the-road maintenance.

Principal UX Designer   **December 2016 - May 2017**
RedTech Consulting | Bellevue, WA

- **Directed User Experience initiatives** for concurrent client projects, ensuring seamless integration of design and content strategies.
- **Conducted comprehensive research**, including surveys, stakeholder interviews, competitive analysis, and metric evaluations. Designed wireframes and high-fidelity screens, and presented analytical findings to stakeholders, fostering effective communication of project vision.

UX Designer, LCA Centralized Publishing   **June 2013 - May 2016**
Microsoft | Redmond, WA

- Redesigned and migrated a 4,000+ page Microsoft LCA site to the cloud, collaborating effectively and ensuring alignment with corporate brand specifications.
- Actively engaged in usability studies, contributing to continuous improvement.

UX Designer, MSN Customized Advertising Solutions   **December 2012 - May 2013**
Microsoft | Redmond, WA

- Created brand-driven digital experience campaigns on MSN for major companies, ensuring clear UX specifications during implementation.

Previous Roles Include:

Motion Design & Content Strategy, Microsoft Windows Phone versions 7, 8, & 8.5
UX & Visual Design, Microsoft Digital Image Pro versions 7, 9, &10

EDUCATION

Bachelor of Science Degree, Visual Communication
Western Washington University, Bellingham, WA

UX Design Certification
General Assembly