

THIOS

Founder + CEO

July 2024 - Present

- Pioneering open source solutions through innovative modular shelter system
- Leading product strategy, design, and development of scalable urban farming solutions
- Building cross-functional teams and establishing product manufacturing processes

JOHN DEERE AND COMPANY

Senior Lead UX, Digital Customer Experience

August 2020 - July 2024

- Spearheaded UX design of enterprise-wide digital transformation with goal of 10% increase in global recurring revenue through self-service license sales
- Led end-to-end design strategy for unified global customer experience for user account creation and management
- Team member of company-wide initiative to Figma and to establish a design system
- Key Achievements:
 - Architected unified global user authentication system serving millions of customers
 - Designed and launched enterprise-wide customer header, establishing consistent UX
 - Created scalable license management platform supporting multiple product lines

FOURKITES.COM

Initial and Lead UX Architect

January 2017 - January 2020

- Scaled design organization from sole practitioner to leading team of 10, delivering 6 new products
- Established UX practice and design operations in high-growth environment (hire #28)
- Developed and implemented comprehensive design system, leading successful migration from Sketch to Figma
- Delivered strategic vision through high-fidelity prototypes, directly contributing to major customer acquisitions and funding
- Led annual user conference workshops, growing attendance 10x year-over-year

MAVENWAVE PARTNERS

User Experience Architect & Agile Consultant

January 2014 - January 2017

- Led enterprise UX transformations for departments of Fortune 500 clients including; Abbott, Nike, and OptumRx
- Embedded UX practices within scaled Agile frameworks, improving delivery efficiency and quality
- Built and mentored cross-functional design teams while evangelizing design-thinking methodologies
- Consistently expanded scope through demonstrated value and maintaining timelines

NOKIA / HERE MAPS

Product Marketing Manager, HERE Traffic

August 2012 - January 2014

- Led product marketing strategy for real-time traffic infrastructure and big data initiatives
- Developed innovative GPS probe visualization tools and viewing applications
- Managed agency relationships and creative direction for product marketing
- Drove product strategy for HERE Real-Time Traffic and Trapster App

GOGO INFLIGHT INTERNET

Product Manager - Signature Services

April 2008 - August 2012

- Joined pre-launch product team, scaling service across major US airlines
- Conceived and launched successful inflight tracker product, creating new sponsorship revenue stream
- Created and maintained FAA-compliant documentation for commercial fleet systems
- Pioneered social media integration through FourSquare Mile High Badge program

TL;DR

A seasoned product professional with a knack for creating transformative, and often fun, experiences for customers and enterprise users alike. With a rich career in diverse tech startups and large multinationals, Pete harnesses natural curiosity and intuition to find the hidden value. And he loves new challenges.

SKILLS

- Product Management
- Creative Leadership
- Design Management
- User-Centric Iterative Process
- Research and User Interviews
- Strategic Product Thinking
- Fostering Collaboration
- Formal Design Training
- Prototyping and Wireframing
- Visual & Interactive Design
- Agile / Kanban / Scrum
- Analytics and Digital Marketing
- Tool I (currently) love:
 - Figma / Fljam
 - Plasticity CAD + Blender 3D
 - Obsidian Markdown
 - Descript.com
 - Cursor.com
 - Open Broadcasting System

EDUCATION

Arizona State University

B.A. Humanities:
Architectural Theory

Art Institute of Chicago

Student@large:
copper, oils, neon

CHARITABLE WORK

Director, Board Member, 15+ yrs
wppt.org, 501.3.c fiscal sponsor of;
How Weird Street Faire,
howweird.org, which funds...
theilc.net, a STEM center in
Vallejo California

CONTACT

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DIG THE PIXELS / D7TV.COM

Co-Founder / Director Online Productions

August 2005 - March 2008

- Awarded Best Designed Site at Drupalcon 2008 Boston
- Featured in TechCrunch as "The Next MTV for Mobile Content"
<http://techcrunch.com/2006/12/06/d7tv-may-be-the-next-mtv-for-mobile-content/>

COGNISTAR.COM

Co-Founder (6th of 6), Online Productions

June 2000 - March 2005

- Led production team in creating 80+ online video courses
- Scaled operations to achieve \$2M+ annual revenue
- Established production workflows and quality standards
- Managed end-to-end course development lifecycle

BURTON CHILL FOUNDATION

Snowboard Instructor

November 2000 - March 2002

- Instructed underserved high school students at Wachusett Mountain, MA
- Taught snowboarding fundamentals to ~70 students per season
- Participated in youth mentorship and development program

SKYMALL

Online Producer

August 1998 - June 2000

- Spearheaded DVD catalog production and distribution
- Created detailed 3D product models for DVD-ROM integration
- Enhanced digital shopping experience through interactive content

TRONICMEDIA

Founder / Web Development and Delivery

August 1997 - December 1998

- Provided custom web development and hosting solutions
- Specialized in creating animated 3D GIFs for early web applications
- Managed client relationships and project deliverables

LIFE FITNESS

Interactive Specialist, Exertainment Systems

August 1994 - March 1997

- Developed and tested Exertainment Systems prototypes
- Created and launched first lifefitness.com website
- Demonstrated products at major events including MTV Beach House and CES
- Collaborated with production team on system optimization

FA SKATES

Founder / Skateshop Owner

August 1985 - March 1988

- Founded and operated independent skateboard retail business
- Managed inventory, sales, and customer service
- Built local skateboarding community through events and promotions

FRYE PRINT SETTERS

Paste Up Artist

August 1983 - March 1985

- Performed precise layout and composition work for print materials
- Collaborated with design team on client projects
- Maintained quality standards in pre-digital print production

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