

# Peter van Aller – Resume

## In Short

### Contact

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### Summary

- Proven leader with expertise in transforming human-centered research insights into actionable strategic objectives, aligning to customer needs with attention to detail.
- Experienced in leading cross-functional teams to develop strategic visions and deliver innovative solutions.
- Possesses deep understanding of design best practices across digital platforms, including mobile apps and proprietary industry tools, with experience in functional design, branding and research.
- Effective communicator with excellent verbal and written communication abilities accumulating in a strong focus on delivering results.

### Education

Jun 2002 | Bachelor's degree  
Communication Sciences,  
Hanzehogeschool Groningen (Hanze  
University of Applied Sciences).

### Skills

Content Design | Conversational Design |  
Cross-functional Team Leadership | Design  
Direction | Design Leadership | Design  
Systems | Design Thinking Workshops |  
Digital Strategy | Ethnographic, Evaluative  
and Generative Design Research | Human-  
centered design | Information Architecture  
| Prototyping | Service Design | Style  
Guides | Team Management | UI Design |  
Usability Testing | UX Design | User  
Research.

### Tools

Adobe XD | Axure | Figma | Framer |  
Illustrator | InVision | Microsoft Office Suite  
| Miro | Mural | Photoshop | Sketch.

## Experience

### Accenture Song (Fjord), Austin, TX

#### Design Director / Principal Designer | Dec 2021 - Present

Managed multidisciplinary project teams to design human-centered experiences across a wide range of industries, including Energy, Entertainment, Financial Services, Hospitality, Insurance and Telecommunications. Led the definition of strategic initiatives and actionable roadmaps based on generative and evaluative design research.

*Key achievements:* Fostered a culture of collaboration and innovation within project teams, resulting in creative problem-solving and the development of innovative solutions across clients' industries.

#### User Experience Lead | Sep 2017 - Nov 2021

Led several high-profile strategic design engagements, day-to-day management of multidisciplinary product design teams up to 15. Supported go-to-market endeavors.

*Key achievements:* Influential in securing repeat business, introduced new conceptual frameworks for research and iteration resulting in increased research synthesis velocity.

#### Senior User Experience Designer | May 2015 - Sep 2017

Supported a broad range of product design engagements, clients included international car rental and sales, luxury consumer goods and energy. Co-led engagements rooted in user research and an iterative design process.

*Key achievements:* Introduced an innovative content management framework to streamline collaboration on complex projects, significantly enhancing collaboration efficiency between designers, copy writers and developers.

### Clockwork, part of Ordina, Amsterdam (NL)

#### Digital Strategist | Feb 2011 - Jun 2014

Led design and development teams during research, strategy, concept, design, user-test and product development phases. Leading role in acquiring new business, served international clients.

*Key achievements:* Critically influenced more than a dozen winning client pitches and proposals.

#### Media and Publishing Lead | Mar 2009 - Dec 2011

Additional role as the lead for a team focused on creative solutions for media companies. Primary operational client liaison, reported directly to senior studio leadership.

*Key achievements:* Coordinated team to develop innovations, such as visual storytelling frameworks, for client offerings.

#### Senior Interaction Designer | May 2006 - Feb 2011

Interaction and visual design for industry leading national and international companies and organizations such as KPN, the Dutch government, ING, Univé and regional publisher NDC|VBK.

*Key achievements:* Co-led design and development teams during projects, mentored junior employees.

### Turksma & Partners Advertising Agency, Ruinerwold (NL)

#### Web Designer | Apr 2003 - Apr 2006

High client retention and new business generation, raised product quality level by introducing new digital workflows and standards compliant code conventions, mentored junior employees.