

Hello. I'm Adrienne Peck.

I'm a versatile and collaborative UX practitioner specializing in the complexities of the modern workplace. With a background in both UX and brand development, my strength is uncovering the small details in support of the big picture.

Skills

- Mixed Methods Research
- UX Design
- Stakeholdering
- Team Leadership
- Design Thinking Workshops
- Survey Writing
- Wireframing
- Prototyping
- Persona Development
- Experience Mapping
- Storytelling
- Brand Development
- Communications

Tools

- Sketch
- Figma
- UserZoom
- Miro
- Mural
- Optimal Workshop
- Lucid Chart
- Microsoft Forms

Portfolio

URL:

thisisadriennepeck.com

PASSWORD:

DoubleDiamond

Experience

SEPT 2022 - PRESENT

UX RESEARCHER · CONTRACT (RESEARCH, DESIGN, & UX STRATEGY)

NORTHWESTERN MUTUAL | Milwaukee, WI - Remote Seattle, WA

Researcher on Employee Experience Team at Fortune 100 Company. Leading UX research to inform campus planning. Helping to optimize and enhance the post-pandemic workplace:

- Lead mixed-method research to inform campus planning initiatives
- Co-develop and implement UX strategy that supports workplace transformation and enhances employee engagement
- Conduct global trends & insights research, analysis, & reporting
- Guide and build cross-functional alignment
- Develop user artifacts to translate complex research insights into clear, user-centered designs

JAN 2022 - MAY 2022

UX RESEARCHER | UX DESIGNER · FREELANCE (RESEARCH, DESIGN)

GEORGETOWN SUPER 8 FILM FESTIVAL | Seattle, WA

Worked as UX researcher & designer in support of independent film festival website:

- Recruited participants, & conducted stakeholder & user interviews
- Designed & conducted usability testing
- Developed and delivered research reports, user personas, user flows, and provided client follow-ups

AUG 2018 - JAN 2022

MARKETING MANAGER · (RESEARCH, MARKETING, BRAND)

ROHLEDER BORGES ARCHITECTURE | Seattle, WA

Supported notable NW architecture studio through organizational transition. Researched clients' and designers' needs to improve the experience for our clients & our team:

- Developed & conducted client & team surveys, interviews, & design thinking workshops
- Performed competitive analyses & heuristic evaluations
- Researched and co-designed new website, including wireframes, information architecture, & content design
- Led brand & marketing research, development, & strategy
- Developed brand guide, client journeys, presentations, RFP & RFQ submissions
- Spearheaded creative collaborations, & professional outreach

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Phone: 206.930.9251

Hello. I'm Adrienne Peck.

Education

CERTIFICATE IN UX
School of Visual Concepts

BACHELOR OF FINE ARTS
University of Washington

Interests

When I'm not camping with my family in the beautiful Northwest, you can find me doodling in notebooks, baking biscuits for my neighbors, or volunteering in support of advancing UX, unhoused community members, and schools.

Volunteering

- **Rosenfeld Media**
Co-Facilitator Virtual Conference Attendee Cohorts: Advancing Research 2022, Design at Scale 2022, Design Ops 2023, Designing with AI 2024, Advancing Service Design 2024, & more
- **U.S. Green Building Session Support:**
Council 2020 Green Schools Conference

Experience Continued

APR 2019 – JUN 2019

UX RESEARCH LEAD | UX DESIGNER · (RESEARCH, DESIGN)

CANCER LIFELINE | Seattle, WA

Capstone Project: Worked as lead researcher on team to uncover online class sign-up issues for non-profit website, leading to a 25% increase in class registration:

- Recruited test participants, designed test plans, led contextual inquiry, & rapid prototyping
- Interviewed stakeholders
- Delivered research reports, presentations, & client follow-ups

AUG 2010 – JUN 2016

DIRECTOR OF COMMUNICATIONS AND DEVELOPMENT · (RESEARCH, CX, BRAND)

THREE TREE MONTESSORI SCHOOL | Burien, WA

Researched and developed employee experience, customer experience, & brand strategies for growing non-profit school (ages 1-12), resulting in more than doubling enrollment:

- Designed and conducted employee, customer, & industry research
- Developed brand guide, personas, & customer experience maps
- Managed website development, social media, & marketing collateral
- Led customer communications, community partnerships, & events

AUG 2008 – JAN 2009

BRAND DEVELOPMENT & COPYWRITING · CONTRACT (RESEARCH, BRAND)

NORTHWEST FINE WOODWORKING | Seattle, WA

Led stakeholder research, marketing research, & brand strategy for Fine Woodworking Gallery:

- Developed & conducted discovery surveys, interviews, & workshops with thirty member-owners & gallery staff team
- Performed competitive web analysis & marketing research

APR 2008 – SEP 2008

BRAND CONCEPTS & COPYWRITING · CONTRACT (RESEARCH, BRAND)

REI | Kent, WA

Researched, wrote, & edited special brand projects for national outdoor retailer:

- Partnered on personas, brand guide, & additional internal brand projects
- Researched & reported industry trends with a focus on DEI
- Performed competitive website analyses & marketing research
- Researched DEI-focused partnership opportunities
- Wrote/proofread marketing materials (adventure travel copy, product

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