

# NILS PEDERSEN

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## SUMMARY

Proven user experience leader, product designer, and user researcher. Extensive industry experience in enterprise software development, juggling multiple projects, dealing with changing business/product requirements and organizational entropy. Focused on the strategic big picture, without overlooking the details. Strong advocate for the user with a proven record delivering quality work product balancing business requirements with the overall customer and user experience.

Awarded a Master of Science (with Distinction) in Big Data from the University of Warwick in December 2020. The thesis, "Fault Prediction in the Crowd", developed a binary prediction model using enterprise customer data to predict critical performance events on network devices - <https://github.com/nilspeder/IM906>.

## SKILLS

Big Data Analytics, Machine Learning, Artificial Intelligence, User Experience Design, User Research, Survey Design, Quantitative Research, Information Architecture, UX Strategy, Design Thinking, Visualisation, Prototyping, Wireframes, Axure, Balsamiq, Sketch, Adobe Suite, Visio, HTML, CSS, Python, R, SQL, Jupyter Notebook, Kubernetes, Google Cloud Platform, Keras, Scikit-learn.

## WORK EXPERIENCE

### CUSTOMER EXPERIENCE SUPPORT

CHARTER COMMUNICATIONS, COLORADO SPRINGS CO

2017 – 2018

- Developed a proposal for investigating the efficiency and effectiveness of the customer support system, including analysis of the goals, tools, processes, and actors.

### SENIOR PRODUCT DESIGNER

VMWARE, PALO ALTO CA

2013 – 2016

- Conducted customer interviews and focus groups to determine pain points throughout the vCenter product lifecycle. Mentored other more junior designers. Reduced the cost for customers, by providing an effective method to migrate from Windows Server – saving at least \$1000 per vCenter. Designed web-based install, upgrade, and migration wizards. The solution was very well received by customers.
- Developed UX design to neutralize a business threat (\$2000 of revenue per vCenter) posed by a competitor product to VMware. Based on user research, a design solution was presented that was accepted by product management and engineering.
- Orchestrated improved visibility of critical functionality. A heuristic evaluation indicated that vSphere cluster availability could be configured giving the illusion of fault tolerance being enabled when it was not. Successfully influenced the product development team to implement a design solution to address the issue.

### USER EXPERIENCE CONSULTANT / TEAM LEAD

CISCO SYSTEMS, REMOTE USA

2008 – 2013

- Service provider UI/UX team lead. Facilitated cross-functional weekly meetings and project management. Presented vision, strategy and status to senior management.
- Cisco network management products were inconsistent and overlapped in functionality. Developed a conceptual design from user stories, use cases and personas to enable the consistent and complementary development of Cisco

Prime network management tools. Validated the conceptual design and information architecture with stakeholders, such as product managers, developers and designers.

- Security services business unit desired a seamless, cell phone like, VPN experience for laptops. Led a design team that ideated and developed an innovative design solution/prototype that streamlined the workflows of Cisco's VPN users, enabling them to focus on their real work – not their network settings. Usability study showed that design was positively received, especially by non-technical users.
- Conducted on-site interviews at NYPD data center and proposed design solutions to enable Cisco engineers to deploy an air-gapped network auditing tool successfully for the first time.
- Developed iOS mockups of a load balancer app. Used the prototype to support the usability testing of the app.

## **SENIOR INTERACTION DESIGNER**

SUN MICROSYSTEMS, COLORADO SPRINGS CO / REMOTE USA

1994 – 2008

- Collaborated across multiple geographies on various design systems for example, the GNOME Human Interface Guidelines and the Java Look and Feel Style Guide. Evangelized UX consistency across Sun's sys-admin products.
- In 2007 Sun Cluster software had \$85m in revenue. 60% of the installations were Oracle. Designed command line and browser-based wizards which enabled complex Sun Cluster Oracle configurations to be completed more efficiently. Conducted usability testing that showed successful task completion for the first time by target users.
- Teamed up with UI engineers to design an interaction and object model for Sun's N1 cloud project, combining key parts of CLI and GUI into a unified UX; collaborated on the patent submittal process.
- Led the technical architectural review of GNOME, delivering a more competitive desktop while maintaining compliance with the Solaris operating system's development process and integration requirements.
- Designed and conducted a Solaris sysadmin survey. Analyzed data from 3k respondents using SQL. Used findings to drive the next generation of designs. Evangelized findings with Sun's developers and product management.

## **AWARDS AND RECOGNITION**

Method and apparatus for managing system resources using a container model (joint), U.S. Patent: 7814491.

"Towards a Task-Oriented Method for Accessing Network Based Services" - presented at proceedings of the 4th Symposium on Computer-Human Interaction for the Management of Information Technology.

"Sun's Architectural Review of GNOME 2.0" - presented at the GNOME Users and Developers Conference, Seville.

"SunSoft's Java User Interface Model for System and Network Administration" - presented at BCS HCI '96, HCI '96 Industry Day and Adjunct Proceedings.

VMware Certified Associate – Data Center Virtualization (VCA-DCV).

Institute of Mechanical Engineer's final year project prize, Imperial College London.

## **EDUCATION**

Master of Science (with Distinction), Big Data, UNIVERSITY OF WARWICK, 2020

- Specialized in: Quantitative Research, Machine Learning, Big Data, and Visualization.

Master of Science, Human Factors (Ergonomics), UNIVERSITY COLLEGE LONDON, 1989

- Specialized in: Cognitive Psychology, Occupational Psychology, Statistics and Interaction Design.

Bachelor of Engineering, Mechanical Engineering, IMPERIAL COLLEGE LONDON, 1988