

Hello.

My name is Brent Otterlei and I am a user experience design professional with 15+ years of experience working for both large companies like Walmart, and VISA where I led the design effort for V.me (Now called VISA Checkout) and start-ups like PayClip where I headed up design for almost 3 years helping to take them from a back room in a coffee house in Redwood City to offices in Menlo Park and Mexico City and heralded as one of the fastest growing FinTech start-ups in Latin America.

My work has also played a role in PlaySpan getting acquired by VISA in 2011 for \$190 Million and FanSnap getting acquired for an undisclosed amount by NextTag also in 2011.

I have built and led design teams, worked both as a lone principal designer and worked and collaborated in larger design teams. I have created and drove UX strategy, helped execute on that strategy by utilizing user centered design principals (design thinking) and tools like Sketch, Photoshop, Illustrator, inVision, etc. and created industry leading design solutions that drove revenue and growth for the companies I have worked for.

I am currently looking for a new opportunity where I can help make a difference and move the needle. I enjoy getting my hands dirty and am looking at both leadership and individual contributor roles where I can be a part of the process to create elegant and beautiful design solutions that satisfy both business and user goals.

Thank you for your time and I look forward to hearing back.

Cheers,
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Experience

Sr. Product Designer

Sam's Club - Walmart Inc

Aug 2017 - present

I was brought in to lead the product design effort for the Sam's Club ecommerce app on iPhone, iPad, Android Phone and Android Tablets. I also worked on an in-club membership management app on iPad called Membership Express. This app was piloted in a few stores and is now rolling out to the entire chain to replace their old system for signing up and managing members.

- I was responsible for all UX design for the Sam's Club ecom mobile app on iPhone, iPad, Android Phone and Android Tablets
- I also provided design support for the Membership Express iPad app
- I led brainstorming sessions and design workshops
- I led peer review sessions and gathered design feedback from the team
- I was responsible for design prioritization and planning
- I collaborated with Business, Product, Legal, Research and Engineering teams
- I created flow diagrams, wireframes, mocks and visual designs using Sketch
- I shared designs and solicited feedback using inVision and Zeplin
- I created paper, inVision, Framer and full React Native prototypes to test designs
- I visited clubs to observe member behavior and gather member feedback, provide insight on member goals and how our product may or may not satisfy those goals

Manager, UX Design

Verifone Inc.

Jan 2016 - June 2017

I led the design effort for Verifone's commerce platform which included an Android based tablet point of sale device and payment terminal called Verifone Carbon. It also included multiple web portals for managing the sale, deployment and maintenance of the Android based point of sale device and an app store for merchants to purchase different applications to maximize their business strategies.

- I led the design effort for Verifone's commerce platform.
- I managed a small internal team of designers and a much larger external design agency working on both the UX and Visual design.
- I collaborated with Business, Product, Legal, Industrial Design and Engineering teams
- I led peer reviews and design workshops
- I created flow diagrams, wireframes, mocks and visual designs using Sketch
- I created the UX strategy and help shape the visual design direction
- I pioneered the use of tools such as Sketch, InVision, Zeplin.io, Flinto, Adobe XD, etc. and development tools like the Atom editor and the React Native javascript framework to create rapid prototypes, increase quality of design deliverables and the overall speed to design delivery.

Director of Design

Payclip Inc.

June 2013 - Jan 2016

I was brought on to lead design for Clip a FinTech start up focused on Latin America. I was employee number 2. In a year in a half we went from a back room in a coffee shop to offices in Mexico City and Menlo Park, 25+ employees, processing over a billion pesos through the mobile app experiences I designed and being called the fastest growing FinTech in Latin America.

- I managed all aspects of design for Clip
- I created the UX strategy
- I helped define the overall brand with the help of a design agency called Boxclever
- I helped with the design of the clip card reader hardware with Boxclever
- I designed the Clip Terminal payment processing app on iPhone, iPad, Android Phone, Android Tablets and Windows Phone
- I designed both the web portal and merchant tools web portal
- I designed the packaging for the Clip Reader hardware
- Built and led a design team split between our Mexico City and Menlo Park offices
- I created flow diagrams, wireframes, mocks and visual designs in Illustrator & Photoshop
- I created prototypes in HTML using Textmate and the JQuery javascript library
- I traveled to Mexico City and tested my prototypes with merchants and consumers to help develop our UX strategy and really get an understanding on what the users goals and motivations are in Latin America when it comes to making a purchase.

Sr. UX Lead

VISA - visa.com

March 2011 - May 2013

I joined VISA through an acquisition. VISA acquired the start up I was working for PlaySpan so they can use the Ultimate Pay 2.0 payment platform I design for V.me now called Visa Checkout. I helped champion Ultimate Pay 2.0 and designed all UX for it. I also even developed a lot of the front end code. Because of this VISA had me lead the UX design effort for getting Ultimate Pay 2.0 work for what they wanted to do with it.

- I managed a small team of designers internally and 2 larger design agencies
- My team was responsible for the V.me website and checkout experience
- When I left VISA V.me was live on over 50 top Online merchants like 1-800 flowers, newegg.com, .etc. and processing thousands of transactions a day
- I also worked on a mobile checkout experience and a mobile NFC based in-store checkout proof of concept similar to Apple Pay that was demoed at CTIA by John Partridge President of Visa.
- I led brainstorming sessions and design workshops
- I led peer review sessions and gathered design feedback from the team
- I was responsible for design prioritization and planning
- I collaborated with Business, Product, Legal, Research and Engineering teams
- I created flow diagrams, wireframes, mocks and visual designs using Illustrator and Photoshop

Sr. Interaction Designer

PlaySpan

May 2010 - March 2011

I was the principal UI/UX designer for PlaySpan a payments start up focusing on the global online gaming industry. I was brought in to help improve the design for UltimatePay 1.0 payment system which was integrated in thousands of games and sites around the globe. Seeing the limitations with UltimatePay 1.0, I proposed and helped champion the UltimatePay 2.0 payment experience. This won us clients like Facebook and Disney's Club Penguins and ultimately led to us being acquired by VISA. (VISA built v.me on top of the UltimatePay 2.0 platform.)

- I designed the UltimatePay 2.0 web checkout experience
- I designed the UltimatePay 2.0 mobile optimized checkout experience
- I also designed the developer tools, merchant tools and an internal admin tools for integrating UltimatePay 2.0 into online games.
- I led brainstorming sessions and design workshops
- I led peer review sessions and gathered design feedback from the team
- I was responsible for design prioritization and planning
- I collaborated with Business, Product and Engineering teams
- I created flow diagrams, wireframes, mocks and visual designs using illustrator and Photoshop
- I created prototypes in HTML and Javascript
- I developed a lot of the front end code using HTML and Javascript

PlaySpan was acquired by VISA in March 2011 for \$190M.

UI/UX Designer & Developer

FanSnap

February 2009 - May 2010

I was the principal UX designer and front end developer for FanSnap.com an event ticket aggregator start up. Heralded as "The New Kayak of Event Ticket Searches" by Techcrunch, the site was a visual ticket search engine that aggregated tickets from hundreds of after market brokers looking to sell tickets and overlaid them on top of an interactive map of the venue.

- I was responsible for the design and font end development of the entire ticket buying experience which included our web ticket search experience and our white label experiences which were live on LiveNation, Time Warner Cable and dozens of other sport sites around the web.
- I led brainstorming sessions and design workshops
- I led peer review sessions and gathered design feedback from the team
- I was responsible for design prioritization and planning
- I collaborated with Business, Product and Engineering teams
- I created flow diagrams, wireframes, mocks and visual designs using illustrator and Photoshop
- I created prototypes in HTML and Javascript
- Developed semantic and accessible HTML code leveraging Javascript for creating a fun and interactive ticket buying experience

Acquired by NextTag in December 2011 and sold to SeatGeek

Sr. UI Designer

Doostang

November 2007 - January 2009

Led the UI/UX design and development effort for doostang.com, an invite only community of over 500,000 young finance professionals designed to help them find jobs and network. I was brought on board to redesign their entire site from scratch. I was responsible for all UI/UX design and development. The new site increased our user base over 10x in the first few months. Unfortunately the financial crises hurt our business being that we were focused solely on the financial industry. This resulted in the team being gutted down to only a few employees to weather the storm.

UI Designer & Developer

Teqlo

July 2006 - November 2007

In charge of designing, creating and maintaining the UI/UX for Teqlo.com an early stage VC backed start-up. We were going after the SAAS industry creating a system for businesses to easily build their own customizable productivity tools but unfortunately we did not make it.

Web Designer & Front End Developer

E-book Systems

November 2003 - July 2006

In charge of designing, implementing and maintaining the UI/UX for flipviewer.com and support.ebooksys.com, E-Book Systems main international product and support sites. I designed and developed the front end UI/UX from concept sketches through implementation in XHTML/JavaScript/CSS/Flash.

Education

Academy of Art University [Unfinished]

MFA Graphic Design Program - 2004-2007

San Jose State University

BA Graphic Design

San Jose State University

Minor Photography

My work in the news

Verifone wins 2017 design award

Businesswire

<http://www.businesswire.com/news/home/20170301005843/en/Verifone-Carbon-Wins-2017-DESIGN-AWARD>

American Express backs Mexican FinTech startup Clip as emerging markets warm to financial startups

Techcrunch

<https://techcrunch.com/2015/12/07/american-express-backs-mexican-fintech-startup-clip-as-emerging-markets-warm-to-financial-startups/>

VISA president: “We’ve moved beyond NFC”

SlashGear

<https://www.slashgear.com/visa-president-weve-moved-beyond-nfc-09227379/>

Facebook taps PlaySpan’s UltimatePay as payment option for credits

Techcrunch

<https://techcrunch.com/2010/10/13/facebook-taps-playspans-ultimatepay-as-payment-option-for-credits/>

VISA buys virtual goods monetization platform PlaySpan for \$190 Million in cash

Techcrunch

<https://techcrunch.com/2011/02/09/visa-buys-virtual-goods-monetization-platform-playspan-for-190-million-in-cash/>

FanSnap is the new Kayak for event ticket searches

Techcrunch

<https://techcrunch.com/2009/03/13/fansnap-is-the-new-kayak-for-event-ticket-searches/>

Portfolio

<http://bodesigns.com>

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