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 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 Mexico.

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 in larger design teams, 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 look forward to hearing back.

Cheers,
Brent Otterlei
151 Fisher Ct.
Brentwood, Ca. 94513
brent.otterlei@gmail.com
http://bodesigns.com
PW: password

Experience

Manager, UX Design
Verifone Inc. - verifone.com
Jan 2016 - June 2017
I led the design effort for their new commerce platform which includes designing the overall experience of their Android based tablet point of sale device and payment terminal called Verifone Carbon and web portals (Estate Owner and Estate Owner Support Portals, Merchant Portal, App Store, and Developer and Developer support Portals.)

In addition to working on the overall user experience and flows, I created the UX strategy and the visual design direction for the Verifone Commerce Platform.

I have a small internal team of designers and I manage projects and deliveries with tools such as JIRA, basecamp and InVision.

I also pioneered the use of tools such as Sketch, InVision, Zepplin.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. - clip.mx
June 2013 - Jan 2016
I was one of the founding members of the team and built all of their UI/UX from the ground up. I created the UX strategy, helped define the brand, helped with designing the hardware, designed all of the payment applications on iOS, (iPhone and iPad versions), Android (Phone and tablets) and Windows (Phones and tablets) and also designed both the web portal and merchant tools. I even designed the packaging for both big box stores like costco and smaller retail locations like Oxxo markets.

By the time I left PayClip they had processed over a billion pesos through the iOS, Android and Windows Phones payment exprinces I created. I eventually chose to move on from PayClip because as the company grew I had to spend more and more time in Mexico which was taking a toll on my new family and I, so I looked for new opportunities closer to home.

Sr. UX Lead
VISA - visa.com
March 2011 - May 2013
Led the UX effort for V.me (Now Visa Checkout). I had a team of 2 designers internally and 2 design agencies reporting into me. We were responsible for the V.me website and V.me web checkout experience which when I left was live on over 50 top Online merchants like 1-800-flowers ,newegg.com, .etc. 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.

Sr. Interaction Designer
PlaySpan - playspan.com
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 payment system 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.)

UltimatePay 2.0 included web checkout, mobile optimized checkout, developer tools, merchant tools and an internal admin tool.

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

UI/UX Designer & Developer
FanSnap - fansnap.com
February 2009 - May 2010

I was the principal UI/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 consisted of a ticket search engine that aggregated tickets from hundreds of after market brokers looking to sell tickets. It was very much like StubHub but instead of tickets coming to us we went to the tickets. Our main disruptive technology was our interactive seat maps for virtually all major stadiums in the US and Canada. I was responsible for designing the entire 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.

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

Skills

• Wireframing, creating user journeys, IA diagrams, creating pixel perfect mockups
and prototyping
• Goal oriented user experience design methodologies (Design Thinking)
• Visual communication patterns and principals for both mobile and web
• Interaction design patterns and principals for both mobile and web
• User testing and user research
• Ability to take an idea from concept through realization
• A strong eye for detail
• Building and leading design teams
• Expert in Photoshop, Illustrator, Sketch and many other design applications
• Proficient in HTML, CSS, JavaScript and frameworks like React, Node.js, etc

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
Password: password