

Peter Sharp, M.F.A.

Staff Service Designer | Experience Strategy

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Portland, OR | Open to remote and relocation

Summary

I untangle complex services where people are at the core of the business model: I find the gap that costs trust, loyalty or conversion, and change how the organization decides to close it. A decade of product and motion design, including two US patents, keeps the strategy tangible. MFA, Service Design (SCAD).

Experience

Staff Product Designer

Corteva | Remote | May 2023 - June 2026

Service design and design strategy for a ~250-person product organization serving the independent sales agents who sell its seed to farmers.

- Widened a roadmap built for the few engaged sales agents to include the majority who weren't, and moved its lens from on-field tools to running the agency as a business; the research, frameworks and workshops I led shaped the leadership white papers behind both shifts, freeing sales agents' time for the farmer relationships that sell seed.
- After shipped features kept missing their OKRs, founded the Design Strategy Center of Excellence and won senior leadership approval for job-based annual planning, which now decides the ~10 projects funded each year from a \$50M CapEx budget.
- Scaled jobs-to-be-done across the organization without a mandate, mentoring key allies (my manager, a senior designer and a senior researcher) and piloting the first experience team, which expanded to employees and farmers. The following year, the quarterly customer survey (n = 1,400) showed +13% perceived success, +11% trust and +6% satisfaction.
- Changed what the organization measured: partnered with research and analytics leads to score the customer survey and product analytics against customer jobs, tying the engagement OKR to real needs.
- Turned ~120 support tickets into a funded investment: brought product, commercial, marketing and customer-support leaders into one prioritization workshop, then wrote the white paper that won funding for expanded reporting, including GenAI summaries.

Senior UX Designer

Amazon | Austin, TX | May 2022 - February 2023

Service design and research for Last Mile's pickup and drop-off access points, in the US and internationally.

- Reframed a two-option checkout decision into the question of who access-point customers were. Field research (driver ride-alongs, contextual inquiry, co-creation in the US and Spain) surfaced use cases the organization didn't know existed.
- Defined the Durable Customer Outcomes, nine customer archetypes adopted as the organization's shared definition of its customers, and built the service blueprint that connected the Last Mile and access-point teams.
- Won director approval for a multi-city international ethnographic program, named the department's most important research for the next year.

Lead UX Researcher

IBM | Austin, TX | March 2021 - April 2022

Research lead for OpenPages with Watson, AI-driven governance, risk and compliance software.

- Refocused the free trial on the moments that lead prospects to buy, through research that identified which capabilities mattered most to them, so trial users reach value sooner.
- Led onboarding and free-trial research for the OpenPages interface that won a 2021 Red Dot Award (ten-person design team).

Senior Design Strategist

Booz Allen Hamilton | Washington, DC and Austin, TX | January 2019 - March 2021

Service design and research for federal health and cybersecurity programs.

- Persuaded the client to drop the inherited patient booklet, then prototyped a live dashboard from scratch and shipped it with two data scientists, letting the National Capital Region's 11 military treatment facilities hear

100,000+ patient comments by topic, sentiment and critical issue. It was adopted across the facilities and outlived the engagement.

- With no budget line, wrote the staffing request, then recruited, hired and managed five part-time practitioners to run discovery across 11 federal agencies for the DHS Continuous Diagnostics and Mitigation cybersecurity program.

Service Design Researcher (Graduate Intern)

USAA | Austin, TX | June 2018 - August 2018

Generative research with internal stakeholders on barriers to adopting design methods in a regulated financial-services organization.

Earlier Career

Senior Product Designer and Motion Graphics Designer, Animoto (video-creation startup), New York, NY, 2011 - 2016. Freelance and studio product design and motion graphics, 2008 - 2017.

Recognition

- Red Dot Award 2021, Brands & Communication Design: IBM OpenPages with Watson (project team).
- US Patents 10,032,484 and 10,068,613 (co-inventor, Animoto, 2018): designer-controlled video builder; intelligent selection of scene transitions.
- Austin Design Week 2021: workshop on systems thinking.
- Mentorship: 94 sessions (50 hours) with designers and researchers via ADPList.

Education

Master of Fine Arts (MFA), Service Design, Savannah College of Art and Design

Bachelor of Fine Arts (BFA), Broadcast Design and Motion Graphics, Savannah College of Art and Design

Continuing Education: Business Thinking for Designers (Second Wave Dive); Systems Thinking for Designers (Design Dissolve); Warm Data Labs (International Bateson Institute)

Tools and Methods

Service Blueprinting, Journey and Ecosystem Mapping, Systems Thinking, Jobs-to-be-Done, Ethnography and Contextual Inquiry, Gap Analysis (SERVQUAL), Opportunity Mapping, Prototyping and Pilots, Workshop Facilitation, Business Case Development, Capability Mapping, Measurement Frameworks, AI-assisted Research Synthesis (Claude, ChatGPT, Dovetail), Figma