

# PETER BENVENUTO

## SENIOR PRODUCT DESIGNER

### EXPERIENCE

#### Senior Product Designer | 1Password

SEP 2024 - PRESENT, TORONTO, ON

- Driving growth strategy across 2 B2B initiatives by rapidly experimenting with and testing new product lines to expand our product suite.
- Mentoring and coaching junior and intermediate product designers on themes including the growth design process, systems thinking, and actionable strategies for career progression.
- Contributed to the Knox design system by developing 3 major core components and authoring documentation to support their usage.

#### Senior Product Designer | Capintel

MAR 2024 - SEP 2024, TORONTO, ON

- Supported a successful expansion of our core product into the U.S. market which led to a 40% increase in sales volume in 2024.
- Established UX research processes and practices, leading the company's first user research studies and presenting insights through structured shareouts.

#### Senior Product Designer | Mozilla

MAY 2021 - FEB 2024, TORONTO, ON

- Owned design and strategy for our core global VPN product helping to increase MRR ~90% (\$334k to \$656k).
- Led design discovery and execution of all major features which grew our subscribers from 50k active subs to 127k active subs in 30 countries.
- Led the initiative to improve the VPN's conversion funnel, resulting in support tickets dropping by ~60% and account conversion improving by ~50%.
- Led org-wide design system audit, rebuild and maintenance that was scaled to 4 products.

#### Product Designer | Intrado

MAR 2021 - MAY 2021, TORONTO, ON

- As the sole designer I was responsible for design strategy, research and execution of 5 major features of our core SaaS product.

#### Software Engineer | InvestCloud Inc.

SEP 2018 - MAR 2021, BURLINGTON, ON

- Design RESTful web APIs to seamlessly extract client data from existing CRM systems.

### EDUCATION

#### BrainStation | Diploma, User Experience Design

SEP 2020 - DEC 2020, TORONTO, ON

#### York University | Bachelors, Political Science

SEP 2011 - 2014, TORONTO, ON

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### PROFILE

I'm a product designer and creative technologist with over 7 years of experience across different disciplines. I started my career as a software engineer building products for more than 3 years. Fast forward to now, I enjoy driving strategy, to help solve problems for users. I'm passionate about storytelling, crafting beautiful experiences, scaling design systems, and (on a personal note) shoes!

### DESIGN SKILLS

Growth strategy, Information architecture, Wireframing, UI prototyping, Interaction design, Motion design, Responsive design, Design systems, Visual design, User research and testing, Figma, Sketch, InVision, InVision Studio, Zeplin, Zeroheight, Adobe Creative Suite

### DEV SKILLS

HTML5, CSS3, JavaScript, jQuery, React, Redux, Material UI, Bootstrap, Bulma, NodeJS, ExpressJS, Java, Groovy, PostgreSQL, SQL, Git, Responsive design

### CERTIFICATIONS

Become an AI Product Designer - Maven  
Software Engineering - Thinkful  
Enterprise Design Thinking - IBM  
Marketing - Humber College

### MENTORING & TEACHING

Web Design Tutor @ CareerFoundry  
FEB 2022 - PRESENT, REMOTE  
UX Design Instructor @ BrainStation  
NOV 2022 - PRESENT, TORONTO, ON