

# Peter J. Shepherd

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## Summary

- Well seasoned **Product Designer / Researcher / UX Architect** with many years developing products
- Startup experience: **Styra, Docker, VMware, Vitria Technology, Prism Solutions, Sybase**
- I collaborate with agile dev teams, designers & users to craft a great UX from concept to pixels & punctuation.

## Experience

### PayPal

September 2021 – January 2023

#### Lead UX Designer / Researcher - Developer Productivity Engineering - Dev Tools, DesignOps 2

- Led special projects (productizing our design leader's innovative ideas) and mentored 2 Designers in India
- Evangelized user research with teams building tools for thousands of PayPal Devs
- Delivered interactive PayPal SDLC diagram guiding PayPal Devs through build/test/deploy process
- Developed UX Dashboards POC giving teams a holistic view of PayPal Devs experience with their tools

### Styra

February 2020 – September 2021

#### UX Designer / Researcher - Declarative Authorization Service (DAS), Open Policy Agent (OPA)

- The sole designer at [Styra](https://styra.io), a 50++ person startup creating "policy as code" product/open-source for authorization of cloud-native-applications targeting DevOps and SecurityOps teams
- My lean UX process: collaborate on user stories → [👉 design in Figma → get feedback 👈] → reduce to MVP
- Broadened who can author policies with Policy Builder: point-n-click rules editor; validated with user studies
- Expanded user base with DAS Free, Pro editions: Signup, Quick Start (Kubernetes policies), DAS Pro free trial

### Docker / Mirantis

June 2019 – February 2020

#### Product Designer / Researcher - Docker UCP, Hub, CLI

- Validated future tools direction and personas with customer container-application process interviews
- Influenced Docker app CLI team to change direction by usability testing app CLI command prototypes

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### VMware Inc.

December 2003 – June 2019

#### Product Design Lead - Cloud Automation

May 2017 - Jun 2019

- Led 6 designers in US & Europe on [Cloud Automation services](#) for native, hybrid, and private clouds
- Drove incredibly well received user experience from first beta in Nov 2017, to release in Aug 2018
- Facilitated decision-making across PM / Dev; established design principles, patterns; hands-on design
- Held focus group sessions at conferences in US, Europe; on-site usability testing, navigation studies

#### Product Design Lead - VMware Cloud Foundation

Feb 2017 - May 2017

- Radically reduced the time to install and configure VMware's compute, storage, and network virtualization products from months to days
- Completely redesigned application for SMBs to administer their virtualization environments running on an all-in-one rack; released [VCF 3.0](#) in Apr 2018

#### UX Architect - vSphere HTML5 Client, vSphere Web Client, vSphere Appliance

2014 - 2017

- Transformed a cutting edge but unpopular user experience into an intuitive, easy to learn experience
- Increased impact of UX at VMware by partnering with Technical Account Managers, Sales Engineers
- Led tiger teams and solved critical UX issues: performance, live update, efficiency & intuitiveness
- Held participatory design sessions at customer sites, "guerrilla" UX research at conferences, usability testing

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## UX Lead - vSphere Web Client

2010 - 2014

- Led 5+ designers in US and Europe creating radical new web client to replace VMware's flagship administration application: the venerable vCenter Desktop Client
- Created innovative UX patterns for tightly integrating application add-ons thru plugins
- Prototyped and usability tested new web client, observed on-site beta participants in US, Europe
- Mentored dev teams and partners designing plugins, spent summer 2013 in Europe evangelizing UX

## UX Lead - vCloud Director 1.0

2008 - 2010

- Designed VMware's 1st product for providing a private or public computing cloud
- Created 3 different experiences for cloud consumers, organization administrators, system administrators
- Collaborated with stakeholders from concept thru shipping; supported 25 person dev teams on both coasts
- Partnered with user researcher and ran 3 usability tests in 4 months on mockups before any coding started
- Usability tested consumer experience with live alpha system, major redesign based on findings for beta

## UX Lead

2003 - 2008

### Lab Manager (LM)

- VMware's 2nd acquisition: dove in on admin application for provisioning/tear-down of VMs for testing, training; VM leases, network fencing, save VM's state for debugging
- Worked with contract UX researcher on LM administrator interviews that influenced vCloud Director

### Capacity Planner

- VMware's 1st acquisition: a virtualization-planning tool used by VMware and partner Sales Engineers that analyzed customer's compute loads and showed value of virtualizing; brought in ~\$17M revenue per year
- Collaborated with UX contractor, PM, Dev Architect to create VMware's 1st task-based user experience

### Workstation ACE, Player

- ACE - VMware's secure VM offering: creation of policy-controlled VMs for Player; prototyped Policy Editor in Visual Basic and iterated design based on internal feedback
- Player - VMware's 1st consumer VM experience: collaborated with Dev Architect, Manager on super-simple 1-click experience to run and use a VM; mentored 1st UX intern conducting VMware's 1st user test

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## Vitria-5yr, Decisive Technology, Prism Solutions, Sybase-5yr, Viewstar, Xerox

1986 - 2003

- Many hats: UI Developer, UX Engineer, Team Lead, Manager, Release Manager
- Systems: Windows, UNIX, NeXT, Xerox Star | Java, Visual Basic, Smalltalk, C++, Obj-C, SQL, LISP

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## Patents

- Styra - Policy Builder - patent app in progress - Filing date: 2020-09-04, Application number: 63/075,036
- VMware - vSphere Web Client - [2 patents granted](#), vCloud Director - [1 patent granted](#)

## Fun and Education

- Speaker at [UX Sofia 2018](#) - The Keys to a Great User Experience
- Narrator of [vSphere How to Videos 2012 - 2015](#) - Onscreen and voice-over
- CA Rising Stars Challenge Master - [Destination Imagination](#) - 2001 - 2023 - Coached STEAM challenges
- M.S in Computer Science Cal Poly SLO | B.S. in Chemistry U.C. Berkeley