

## PETER BENTLEY

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*Story-based product design for consumer software & hardware experiences*

### RECENT EXPERIENCE

#### **Lead UX Designer – Creative Director** Mighty Ai 2 years

Ran the design team (2 UX Designers, 3 Content Designers) and shaped Mighty Ai's consumer-level annotation tools which have generated millions of annotations, and helped grow our user base from 25k people to over 750k, with 35k MAUs (up from 6k).

#### **UX Designer – Senior UX Designer** Amazon 5 years

Sole interaction and visual designer on the *Cloud Cam* mobile app, set vision for hands-free control of *FireTV*, led UX design for a computer vision product, created a suite of 2D and 3D icons used across *Fire Phone* and *Kindle* products, and conceptualized entirely new detail pages for the categories of Art and Wine.

#### **UX Designer** Microsoft 1 year

Made click-through prototypes, storyboards, and animations for research and development of a consumer robotics product.

#### **3D Artist** GameHouse 2 years

Created concept art, backgrounds, game levels, and art direction for the bestselling, original *Marooned* Mac & PC game.

### EDUCATION

MFA in Painting — University of Washington  
MA in Art History — University of Washington  
BFA, *Summa Cum Laude* — MICA