

Pete Wisber

Product Design Manager

Ambler, PA
pfwisber@gmail.com

Experience

Product Design Manager - Business Aviation

[ForeFlight](#)

January 2022 - February 2026

- Led product design for Business Aviation, managing a team of three high performing designers while contributing as a senior individual contributor on complex, mission-critical aviation products.
- Oversaw the design and development of 15+ product features
- Managed requests for travel and continuing education budget
- Led weekly design team meetings focusing discussions on current projects, tips/tricks, Industry trends and retrospectives
- MC'd monthly cross-segment design org meetings with 18+ designers discussing latest news from C-suite and project updates / work shares from designers
- Mentored new product managers on the value of design thinking and ux research including co-leading customer discussions and leading the analyzation of insights
- Led a feature audit resulting in an initiative to sunset that product
- Organized and ran remote and on-site workshops with customers to gain product insights and pain points to drive improvements
- Co-led the creation of a "Design Team" Jira board to help manage existing work and incoming design tickets
- Built a C-suite presentation to present the value of design thinking and org structure to supports career development and better products
- Built a foundation of UX research ops including creating, recruiting and managing a database of 800+ pilots and ground support individuals for testing.
- Led development of a new UX focused NDA with Boeing legal dept
- Created a test plan template to define the goals and problems that still need to be solved
- Provided IC support as needed including high fidelity designs and prototyping in Figma

Program Knowledge:

Figma
FigJam
Axure RP
Miro
Jira
Adobe Photoshop
Google sheets / Excel
Google Slides / Keynote

Skills:

Mentoring Design + Product
Roadmap Development
Design Thinking / Workshops
Career path development
Digital + physical design
Whiteboarding + concept sketching
Executive presentations

Certifications:

Private Pilot License (ASEL) August 2019
Commercial Drone Pilot (Part 107) August 2019

Interaction Design Manager

[Delve](#)

January 2020 - January 2022

Client list includes: Becton Dickinson (BD), Avanos, Roche, Sub Zero, Baby Brezza

- Led the interaction design team in the Philadelphia office
- Mentored junior and intern level interaction designers
- My experience with platforms include embedded screen displays, IOS products, web, and LED instances
- Closely collaborated with cross-disciplinary digital / physical product development team members including ID, EE, ME, firmware, design research and human factors
- Providing high and low-fidelity interactive prototypes for embedded screens, HMI, smartphone, tablet and desktop interfaces
- Designing against existing UI pattern libraries for client's UI design systems
- Led Brand strategy visual design development for several
- Participated in on-site contextual inquiry sessions to support design research
- Organized and ran in-office and on-site workshops with stakeholders to gain product insights and requirements
- Led on-site kickoff meetings for new projects
- Mentoring junior and mid-level interaction designers

UX Architect

[Spark DSC](#)

May 2014 - October 2019

Client list includes: Watts Water Technologies, Xylem, Sunbelt, Georgia Pacific, Golf, Toys"R"Us, UNIQLO, Comcast, MasterCard and Vanguard Financial Group.

- Lead and defined UX strategies for mobile applications, complex desktop applications and IOT Products
- Conducted discovery workshops and interviews with senior executives to better understand the competitive landscape, stakeholder needs, market forces, and trends shaping their industry
- Built high and low-fidelity interactive prototypes for HMI, smartphone, tablet and desktop interfaces
- Lead domestic and overseas design sketch workshops with teams of senior executives and direct users
- Managed design team to ensure UI patterns and comps aligned to wireframes and client brand guidelines
- Managed product requirement documentation to ensure the final designs were in-line with stakeholder and engineering expectations / specifications.

Other passions:

Family adventures

Chess

Aviation

Interior Design

RC things / drones

Fixing toys

Education:

Syracuse University

BID, Industrial and
Interaction Design

2004 - 2008

- Planned and conducted moderated and unmoderated user research studies, analyze field data, and clearly communicate insights and opportunities that are actionable by designers, for design and innovation

UX Designer (Contract)

H4B Catapult

Nov 2013 - Jan 2014

- Designed UI experiences for custom E-Detailer applications
- Sketched UI examples and provided constructive UX input for creative design team
- Researched and organized global websites to determine the most important requirements / content
- Organized content from website manuscripts to help assist the team copywriter
- Applied responsive website principles to wireframe development, showing desktop and mobile scenarios
- Performed a UX audit on existing client UI, setting criteria guidelines, analyzing site issues and providing recommendations

HMI and Controls Designer

Javan Engineering

Nov 2012 - July 2013

Client list includes: Grace, Kimberly-Clark, MedImmune

- Designed HMI, power and low voltage control loop systems for raw material, pharmaceutical and chemical manufacturing
- Performed site surveys to determine available terminals in field box locations and marshaling panels
- Performed full site surveys to determine existing power distributions systems and upgrades
- Updated one-line diagrams to reflect existing installed equipment and upgrades
- Coordinated with multiple disciplines within company including EE, mechanical and structural dept.
- Performed load calculations and specified cable sizes and equipment per NEC guidelines.

Electrical Designer

Progeer Engineering

Dec 2010 - Nov 2012

- Using Autocad, designed full electrical systems for medium to large industrial and commercial projects
- Involved in site-surveys and system tracing to determine existing

one-line diagrams

- Prepared load calculations to specify system size and future growth
- Performed full infrared electrical studies on large industrial buildings including documentation and final reports
- Programmed I/Os on Siemens S7-1200 PLC for a life cycle test sequence and industrial HVAC system
- Designed motor control schematics for large industrial projects
- Designed residential and commercial solar array systems
- Experience with hands-on electrical construction work in commercial and industrial environments
- Designed lighting layouts and specified fixtures per the environment
- Performed Comcheck calculations

Manufacturing Technician

SRS Energy

Feb 2009 - Nov 2010

- Assisted with the interface design and parameters setting for an Allen Bradley HMI PLC system
- Modeled and implemented a modular factory floor plan including equipment placement and proposed operator locations
- Collaborated with senior process engineer to design and model a series of ergonomic workstations
- Designed and created inventory tracking documents to help supply chain, including BOM and material pedigrees
- Provided senior engineers with insights and support for mechanical and process related issues on the manufacturing floor
- Managed facility projects including new equipment installation, service upgrades and equipment relocation
- Wrote detailed daily reports of the manufacturing plant's status including daily milestones and production output
- Wrote and edited SOPs for production process' and equipment maintenance

Industrial Designer (Contract)

Machineart

Nov 2008 - Feb 2009

- Supported the redesign of a series of unique grooming products
- Assisted team with translating and organizing market research data and creating character profiles per family of designs
- Provided assistance in concept development including sketching, render and final board layouts
- Translated 3D models into Alias Studio Tools via MicroScribe G2
- Worked on Alias models for the GSM concept motorcycle

