Glen Peter

Product / graphic designer

glenfx@pm.me   +61 (0) 424 704 140   Linkedin   Portfolio   Website

Experience

UI/UX/graphic designer | 10 Feet Tall, Mustard Creative, Big Red agency, YepA.I
Present | Melbourne, VIC

- Led the redesign and refinement of YepA.I's Digital Human product, developing both **front-end and back-end systems**, as well as user-facing **dashboard portals** and dashboards for Shopify integration.

- Designed **scalable design system** and cross-platform features for a government-backed livestock carbon offset initiative across **desktop mobile and tablet.**

- Rolled out **brand campaigns** for BHP Australia in **Figma**, including targeted ad campaigns tailored to different states.

Product Designer | Yephome & Aus Pacific
June 2022 - Dec 2023 | Melbourne, VIC

- **Conceptualised, developed**, and tested the Yep Agent app and front-end SaaS platform, tailored to **streamline workflows** for real estate agents.

- Designed a **Web3 decentralised community platform**, attracting over 10,000+ active users within one month of launch.

- Enhanced **product navigation**, reducing customer support queries and built all **user-flows and journey maps** for five Yephome's digital products.

Graphic Designer/ UI Designer | Soul Origin
April 2020 - May 2022 | Sydney, NSW

- Collaborated with the in-house marketing team and franchise holders to effectively **design in-store** campaigns including all **digital & print advertising.**

- Streamlined brand consistency by implementing a **style guide and branding document** used across 150+ franchise locations in Australia.

- Designed the QSR **award winning loyalty program app (SO)**, catering portal, digital screens and sister brand SOespresso.

Digital Designer | BBC Worldwide
April 2016 - May 2019 | Sydney, NSW

- In-house Graphic Designer, supporting international marketing campaigns across the APAC region. Played a key role in promoting 21 iconic TV shows and high-profile premieres, including The Night Manager, Peaky Blinders, and Luther.

Education

Bachelors Hon's in Graphic Design
2016 | Essex University, London

Product Managment
2025 | RMIT, Melbourne

Skills

Design	Research
UX strategy	User interviews
User flows	Surveys
Concept sketches	Usability Testing
Wireframes	Journey Mapping
Prototypes	Persona Development
Interaction Design	Competitor Analysis
Design Systems	Thematic Analysis
Branding	Data Visualisation
Print & Pre-press	
Visual Design	
Responsive Design	
Accessibility	
Design Thinking	

Tools

Figma	Relume
Adobe Illustrator	Miro
Adobe Photoshop	Zeplin
Adobe Premiere	Hot Jar
Webflow	Framer
Lovable	Supabase

Projects

House sharing? sorted

Founder of **Roomo**, an AI-powered companion and roommate-matching platform. Leading the full product lifecycle, from front-end development to managing the entire startup journey. Follow my journey on **Discord**