

# PETE MARTIN

## USER-CENTERED TECHNOLOGIST

### As a Product Leader

I have founded VC-backed start-ups, managed multi-national, multi-disciplinary projects & teams across large & small organisations

### As a Product Manager

I have been responsible for patentable idea generation, concept development, incubation & product management

### As a Product Researcher

I have led projects to uncover & validate user behaviour, motivations & needs, alongside characterising technologies & ecosystems to seek out meaningful problems & their most satisfying solutions

### As a Product Designer

I have designed products & experiences out of complex, murky problem spaces, deeply informed by domain & user research to continuously grow knowledge & confidence

### As a Product Engineer

I have developed multi-platform app experiences with a global reach of millions, alongside countless product prototypes & technology solutions

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CURRENTLY LOCATED IN  
MELBOURNE, AUSTRALIA

## EXPERIENCE

FLINTWORKS, MELBOURNE



2021 - NOW

VR toolkit for clinical treatment of complex mental health disorders

### CO-FOUNDER

All encompassing, VC-backed early-stage start-up role. Responsible for product strategy, user research, product design & delivery

DO SOMETHING, SYDNEY



2019 - 2020

Wellness x productivity app to sustain meaningful change in your life

### CO-FOUNDER

Responsible for product strategy, user research, product design & product delivery

DOLBY, SYDNEY



2007 - 2018

Dolby is the world leader in audio / visual entertainment technology

### SENIOR STAFF UX RESEARCHER & DESIGNER

UX research & design project lead in global Consumer Product team

### SENIOR STAFF TECHNOLOGIST

Strategic product researcher / designer / prototyper in multidisciplinary innovation teams

### STAFF APP DESIGN & DEVELOPMENT LEAD

Global design & dev lead across all mobile app products & initiatives

### SENIOR APP DESIGN & DEVELOPMENT LEAD

Global mobile app design & dev lead

TOMTOM, AMSTERDAM



2000 - 2004

TomTom is the world leader in navigation, traffic & mapping solutions

### MOBILE APP DESIGN & DEVELOPMENT LEAD

## EDUCATION

### VIRTUAL REALITY PRODUCT DESIGN BOOTCAMP (60 HOURS)

ACADEMY XI, SYDNEY

### USER RESEARCH & EXPERIENCE DESIGN IMMERSIVE (10 WEEKS)

GENERAL ASSEMBLY, SYDNEY

### HIGHER DIPLOMA, MODELLING & NUMERICAL COMPUTING

UNIVERSITY COLLEGE CORK, IRELAND

### BACHELOR OF ARTS, MATHEMATICS & STATISTICS

UNIVERSITY COLLEGE CORK, IRELAND

### SKILLS

Highly experienced, multi-disciplinary user-centered technologist with 20+ years of technology industry experience

- **UX Research:** User Research (Ethnographic studies, Usability testing, Contextual Enquiries, Quantitative studies), Technology, Ecosystem, Consumer Trend Research (Exploratory & Targeted)
- **UX Design:** Ideation, Interaction Design, Service Design, Information Architecture, Visual Design, Copywriting, Brand Development, Storytelling, Strategic Design
- **Prototyping:** Rapid & Exploratory, Low to High Fidelity, Paper to No Code to Low Code to Functional Code
- **Innovation:** Concept Ideation, Generation, Developments, Incubation
- **Solution Design:** Product, Research, Design, Technical Solution Scoping, Design & Management
- **Software Development:** Mobile, Desktop, & XR App Development, Backend & Frontend, Native & Web
- **Facilitation:** Design Sprints, Ideation Sessions, Workshops, Design Thinking Seminars
- **Management:** Cross-Geo, Multi-Disciplinary Projects, Virtual & Line Reporting Teams

### TALENTS

- Highly skilled at end to end product design & development - from conception & incubation to research & design to prototyping & coding
- Creative thinker, capable of marrying big picture vision with the micro-details that matter
- Flexible executor, happily bouncing from high-level strategy to low-level implementation
- Evidence-based product developer, building to the fidelity that answers the most pertinent unknowns
- Natural story-teller, weaving abstract concepts into compelling, digestible narratives for broad audiences
- Continuously seeking out & fighting for systemic improvements in my environments
- Energised by complexity, able to rapidly spin up functional competency on new platforms, systems, tools, models
- Highly effective collaborator, able to drive & deliver complex, multi-disciplinary, multi-geo projects
- Strong 'can-do' entrepreneurial drive, thriving on ambiguous, left of 'the idea', opaquely defined projects

### COMPENTENCIES

#### UX Research Methods

Ethnographic Interview  
Evaluation Studies  
Contextual Enquiry  
Workshops & Facilitation  
Software Analytics  
Survey Design

#### UX Design Tools

Sketch  
Figma  
Invision  
Axure

#### Prototyping Tools

Marvel  
Axure  
Sketch  
Bubble.io  
Software Dev

#### Dev

Java / Kotlin  
Swift / Objective C  
C / C++ / C#  
Javascript  
Unity

## EXPERIENCE DEEP DIVE

FLINTWORKS, MELBOURNE 

2021 - NOW

Virtual Reality toolkit to assist psychologists with the clinical treatment of complex mental health disorders, starting with a more effective & safer treatment for Post-Traumatic Stress Disorder (PTSD).

Augmenting standard in-person therapy, psychologists leverage a tablet interface to create, personalise & monitor therapeutic virtual reality environments in real-time to deliver next-generation exposure therapy to their patients.

**Raised Seed Investment**

May 2021

**Secured Clinical Partnerships**

Aug 2021

**Released MVP**

Dec 2021

**Launched Clinical Pilot**

March 2022 (Ongoing)

### CO-FOUNDER

All encompassing, VC-backed, early-stage startup role, working across product strategy & management, customer & user research, product & experience design, multi-endpoint technology stacks, product architecture & software dev, operations, business strategy & fundraising.

Primarily responsible for end-to-end product strategy & delivery

- Product strategy & management
- User research (ethnographic interviews, user testing, workshopping, card sorting, research synthesis)
- Product / UX / UI / brand / website / comms design
- Low-to-high-fidelity prototyping (paper, physical role-play, Sketch & Invision)
- iPadOS App software development (Swift)
- Unity VR app software development (C# & 3D modelling)

Co-founded business with a clinical neuroscientist with a career-specialisation in the long term effects of PTSD, to synthesise 20 years of academic research that validated VR as a more effective & safer delivery mechanism for exposure therapy for PTSD treatment, particularly in cohorts with the lowest patient outcome success rates such as military veterans & first responders.

More information available on portfolio site

<http://petemartin.io/flintworks.html>

## EXPERIENCE DEEP DIVE

*DO SOMETHING, SYDNEY* 

*SEPT 2019 - DEC 2020*

Do Something is a mobile app at the intersection of wellness & productivity that leverages behavioural science to help users identify & sustain meaningful change in their lives.

Launched on iOS App Store, Dec 2021.

### **CO-FOUNDER**

Primarily responsible for end-to-end product strategy & delivery

- Concept development & creative direction
- User research (ethnographic interviews, user testing, research synthesis)
- Low-to-high-fidelity prototyping
- UX, UI, visual & brand design
- iOS App software development (Swift)

Co-founded business to create a for-purpose, mobile app experience to help users identify & sustain meaningful change in their life

More information available on portfolio site

<http://petemartin.io/dosomething.html>

## EXPERIENCE DEEP DIVE

DOLBY, SYDNEY



JAN 2007 - SEPT 2018

Dolby is the world leader in audio & visual technologies for cinemas, home theatres, PCs, mobile devices & games

### SENIOR STAFF UX RESEARCHER & DESIGNER

UX Project Lead in Dolby's global Consumer Entertainment UX team, responsibilities included

- User Research (Ethnographic Studies, User Testing, Synthesis)
- Information, Experience, Interaction & Visual Design
- Design Prototyping
- Design Facilitation (Design Sprints, Ideation Sessions, Workshops)
- DesignOps

### PROJECTS

#### Dolby Audio Configuration & Measurement Suite

Critically important, highly complex professional audio measurement & configuration software tool to ensure Dolby-integrated audio sub-systems on third-party TVs, Soundbars, Laptops, Speakers & Mobile Phones performed as intended

- Project
  - **Role: Solo UX Researcher & Designer on multi-geo, multi-disciplinary project**
  - Brought on early to help determine a long running project's future direction
  - Conceived, negotiated, designed, ran & synthesised **global research project**
- Design Objective
  - Amalgamate heavily branched product design into single coherent solution, supporting complex future & real-world use-cases
- Research Objective
  - Determine magnitude of product design change required - an evolutionary approach or ground-up redesign of existing framework
- Research Methodology
  - **On-site ethnographic interviews & contextual enquiries** with internal & external field engineers **across 6 countries & multiple languages**, at Dolby regional offices & third-party consumer electronics manufacturer labs, to fully characterise each touchpoint between Dolby product management / audio research / applied research / engineering / field teams, third-party consumer electronics manufacturers, and the end device consumer
  - Domain research with Product, Research & Engineering teams to understand technology & intent, dev process, roadmaps, etc
- Research Output
  - Reframed project narrative as a broader, pan-company service-design effort rather a software-product design & dev issue
  - Developed first ever internal process & problem space service blueprint across products, device types, team locations, customer & sales regions, highlighting key points of audio-quality-loss risk, and opportunities for structural improvement

#### Dolby On

Studio quality music recording & production app for musicians, powered by cutting-edge Dolby audio technology ([portfolio link](#))

- Project
  - **Role: UX Project & Team Lead on multi-geo, multi-disciplinary project**
  - Inherited a global UX team of 3 for a technically complex, design-heavy, consumer-facing iOS app project
  - Integrated basic **DesignOps** into project, overhauling design/dev process to resolve pre-existing delivery & comms issues
  - Proposed, designed & ran weekly design/dev/product/1:1 meetings to build a more collaborative design & dev culture
- Research
  - Designed, ran & synthesised a **series of complex live-music recording usability tests** to assess project status
  - Conceived, negotiated, architected & hosted a highly successful 10 day **Design Sprint** to unblock project
- Outcomes
  - Unblocked stalled, geo-dispersed product team, transitioning them from a technology driven project to a user-led one

## EXPERIENCE DEEP DIVE

*DOLBY, SYDNEY | CONTD.*

### SENIOR STAFF TECHNOLOGIST

#### STRATEGY & INCUBATION TEAM (1Y)

Roaming, multi-disciplinary team of senior staff to address blocking issues across the organisation

#### PROJECTS

- Supported nascent Automotive, Dolby Vision businesses with technology, experience & ecosystem R&D
- Product development liaison for strategic customer account team (Korea)
- Designed & created systems to assist internal entrepreneurs develop & vet new products & technologies

#### STRATEGIC DESIGN & INNOVATION TEAM (3Y)

- Product-concept generation, design, development & incubation
- Exploratory technology & experience prototyping (low-high fidelity)
- User behaviour & consumer trend research
- Emergent technology & ecosystem research (IoT, AR, VR, Wearables, Sensors, Media Capture, Machine Learning, etc)
- Design facilitation (ideation sessions, workshops, Design Sprints)

#### PROJECTS

##### **Dongl - IoT wearable & mobile app**

IoT wearable concept that continuously captures & analyses the user's voice throughout the day, visualising their spoken behaviour in a mobile app - like a Fitbit for how you communicate ([portfolio link](#))

- Role: 'Founder' of Internal Startup
- Responsibilities: Product Management, Engineering Lead, Research & UX/UI Design, Technical Solution Architecture Audio Technology & iOS App Development, Internal & External Team Management
- Incubated concept from ideation to prototyping to patent to execution plan
- Researched, designed & prototyped high-fidelity mobile & hardware experience to validate concept
- Defined, developed technology pipelines, in collaboration with Natural Language Machine Learning Research partner
- Resourced & managed third-party creative studio to collaborate on product visual personality
- Co-drafted patent ([link](#))

##### **Filmmaking Education mobile app**

Young adult filmmaking-education app, highlighting the storytelling role of audio & imaging

- Role: Concept Development Lead
- Responsibilities: Ideation & Prototyping, Research & UX/UI Design
- Technology opportunity & feasibility study, competitive & ecosystem analysis
- Ethnographic user research study w/ smartphone filmmaking community
- Ideation workshoping, low-fidelity prototyping

##### **Audio Augmented Reality concept**

AR Video recording app that visually presented real-time audio analysis (e.g. quality, direction) to inform & improve audio recording

- Role: Concept Development Lead
- Responsibilities: Ideation & Prototyping, Research & UX/UI Design, Solution Architecture, Audio Technology & Android App Dev
- Technology opportunity & feasibility study, competitive & ecosystem analysis
- Designed & developed Android prototype app to inform, develop & internally socialise concept
- Developed & pitched product vision to exec leadership (user needs, internal strategy, etc)

## EXPERIENCE DEEP DIVE

### *DOLBY, SYDNEY | CONTD.*

#### **Narrate**

Dolby's first-ever direct-to-consumer product, providing expertly-mixed video clip narration in an intuitive app experience

- Role: Concept Development Lead
- Responsibilities: Ideation & Prototyping, UX Research & Design, Solution Architecture
- Technology opportunity & feasibility study, competitive & ecosystem analysis, prototype development
- Developed & pitched product vision to company leadership
- Worked with Engineering Leadership to design, resource & support Dolby's first consumer-product team
- Supported & mentored team on planning, resourcing, testing, architecture, UX, growth, etc.

#### **Supported Product Teams with Research, Design, Prototyping**

- Virtual Reality (VR) & Augmented Reality (AR) concept ideation, research & prototyping
- Developed Android chat app enhanced with Dolby Voice technology
- Developed Android app to accelerate audio technology research
- Early technical, experience & ecosystem research into Dolby Vision for mobile platforms

#### **Championed Design Thinking within Engineering organisation**

- Ongoing efforts to champion user-centric approaches in an Engineering-First organisation
- Partnered with company leadership to promote user-centred product development through Design Thinking
- Designed & hosted week-long, multi-geo (Sydney, San Francisco, Beijing, Wroclaw) workshop design to educate internal engineering teams of the importance & benefits of holistic, user-centered product design & development

#### **Additional Responsibilities**

- Brains Trust on emergent technologies & ecosystems (AR, VR, IoT, Sensors, etc.)
- Operations & Culture Team Liaison
- Software Architecture Group Senior Member
- Brown Bag Talks
- Mentoring (Design Thinking, Consumer Facing Product Development, Innovation & Ideation, etc.)

### **STAFF APP DESIGN & DEVELOPMENT LEAD**

#### **Responsibilities**

- Company-wide design & development leadership across all mobile app projects
- Cross-geo project & team management
- Project scoping & resourcing
- Software solution architecture
- Android & iOS app design & software development
- Contractor management
- Global tradeshow liaison

#### **PROJECTS**

##### **Dolby Developer Program**

Dolby's first ever public developer program, leveraged by tens of thousands of developers (<https://developer.dolby.com/>)

- Role: Product Lead on cross-geo engineering initiative to deliver Dolby's first ever public developer API
- Responsibilities: Project Management, Research, Design & Development, Solution Architecture
- Worked with Product Management to determine project aims & scope, with Engineering to determine feasibility & complexities
- Liaised with Key Stakeholders to determine short-term needs & develop long-term vision to scope & resource project
- Designed & implemented suite of Android Java API deliverables (API, sample code, developer docs)

## EXPERIENCE DEEP DIVE

### *DOLBY, SYDNEY | CONTD.*

#### **Mobile App Engineering & Team Lead for Dolby Mobile - Dolby's global flagship mobile product**

Led a global team of designer-developers, responsible for all mobile & tablet app development, incl.

- Dolby Mobile Configuration App, pre-installed on millions of Android OS devices
- Demonstration & Prototype Apps for Android & iOS, across a range of technologies & products
- Customer-Facing Test & Validation Apps

### **SENIOR APP DESIGN & DEVELOPMENT LEAD**

#### **PROJECTS**

#### **Mobile App Design & Development Lead for Dolby's nascent mobile business**

Solo app designer developer at Dolby, responsible for

- Prototype & demonstration app design & development (iOS, Android, Symbian)
- Solution design & implementation of audio/video technology integration into iOS, Android & Symbian apps
- Solution design & implementation of audio/video technology integration into Android OS multimedia subsystem
- Global customer ad-hoc solution development & support (e.g. HBO, China Mobile, Docomo, etc.)

### *BULLANT, SYDNEY*

*NOV 2004 - DEC 2006*

Highly innovative, early mobile startup delivering app solutions to multinational telecoms (no longer operating)

#### **Mobile App Development Lead**

Symbian mobile app development with a focus on networking & streaming media

### *TOMTOM, AMSTERDAM, THE NETHERLANDS*



*JUNE 2000 - SEPT 2004*

TomTom is the world leader in navigation, traffic and mapping solutions

#### **Mobile App Design & Development Lead**

Designed & developed multi-award winning apps for Symbian & Palm OS handheld devices

- App development lead for award winning "TomTom Mobile 5" for Nokia smartphones
- Responsible for end-to-end product lifecycle - UX/UI/Visual Design, Software Development, Localisation, QA, Customer Support