

# PETER R. BICKFORD

95 S. Market Street #500  
San Jose, CA 95113-2306  
USA

**Tel:** 408/266-6883 x15  
**Mobile:** 408/439-9825  
**Skype:** pbickford

## PROFICIENCIES

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**User Experience:** Interaction Design, User Studies, Product Design, Visual Design, Prototyping, Standards Development, and Team Management

**Operating Systems:** Windows, Mac OS X/iPhone, Palm (Web OS, Palm OS), Symbian

**Languages:** HTML, JavaScript, CSS, Flash/ActionScript, VB 6, VB.Net, Java, XML, SQL

**Development Platforms:** Microsoft Visual Studio,.Net, SQL Server, Flash, XCode, XNA

**Design Software:** Photoshop, Illustrator, Dreamweaver, Flash, After Effects, Premiere, Final Cut

**Technologies and Libraries:** Ajax, Windows Server 2003/2008, IIS 6/IIS 7, SQL Server 2000/2008

## ACADEMIC QUALIFICATIONS

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B.A. Philosophy, University of Wisconsin-Madison. Computer Science minor. Post-graduation work in Social Psychology. 1983-1988, 1992

## WORK HISTORY

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Human Computing	San Jose California	1992 – 2009
Atomic Avenue, Inc.	San Jose, California	2006 – 2009
Sun Microsystems	Menlo Park, California	1997
Apple	Cupertino, California	1988 – 1997

## SELECTED INDUSTRY EXPERIENCE

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### **Apple, Senior Scientist, Human Interface**

Product designer, development consultant, and evangelist. Responsible for user experience development on numerous internal and external products ranging from server technologies to consumer applications. Led the user experience efforts within the Macintosh Technology Group, as well as serving as Apple's principal human interface consultant for third party developers.

Performed usability reviews and assisted in the interface design of over 300 third party products, including those from Adobe, Microsoft, Intuit, IBM, Symantec, and Macromedia.

Usability lead for Apple projects in the Macintosh Technology Group, Developer Consulting Group, and Apple Business Systems on both consumer and business system products.

Founded the Usability Design Lab for the Macintosh Technology Group to perform usability testing for internal Apple projects.

Created usability guidelines for Apple's internal developers to assist them in creating easy-to-use designs. Taught classes and held one-on-one consulting sessions with Apple's developers to teach good design technique.

**Sun Microsystems (Sunsoft), *Principal Consultant, Human Interface***

Provided on-site human interface design and instruction to clients as a founding member of Sun's Consulting Services team.

Provided usability reviews and design services for Sun's internal web and workstation-based products.

**Human Computing, *Principal***

Founder and lead designer for Silicon Valley-based multimedia development and human interface consulting firm.

Provided human interface consulting services to numerous companies in the online commerce, medical, security, networking, agricultural, and speech recognition fields.

Provided services including product and interface design, requirements definition, usability testing, visual design, and rapid prototyping on both traditional desktop and online systems.

Software products include *ComicBase*, the industry's marquee database of both American and international comic books. This is commercial shrink-wrap and digital-delivery software that has led its category consistently for over a decade. It has also been a pioneering product for technologies, ranging from multimedia integration to holding the record as the world's first commercial product to ship on Blu-ray Disc. *ComicBase* also integrates with handheld devices ranging from iPhones to Blackberries, and with web-based services for content delivery.

**Atomic Avenue, Inc., *Chairman***

Founder and lead technologist for online marketplace for comic books and collectibles. Integrates with *ComicBase* to provide the world's leading distributed marketplace for the buying and selling of comic books. Currently working to expand the system to support localization across multiple geographies, as well as to improve support for mobile devices such as smart phones, consoles, and next-generation mobile technology.

**SELECTED WRITING AND LECTURES**

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Book: "Interface Design: The Art of Developing Easy-to-Use Software", AP Press

Writer, *Apple Directions*: Monthly human interface column (1992-1997) for Apple's developer newsletter. Articles covered topics including web site design, human factors, usability testing, prototyping, and multimedia.

Writer, *Netscape DevEdge*: Usability articles dealing with web navigation, response time, and other critical topics for successful sites.

*Ease of Use in a Complex World*: Software DevCon presentation, Frankfurt, Germany.