

# Peter Mitchell

PeterCovingtonMitchell@gmail.com | (559) 284-6620 | Monterey, CA | linkedin.com/in/mitpete

## Summary

Creative and technically driven web professional with a B.S. in Computer Science (Software Engineering) and eight years of experience spanning UX design, full-stack development, analytics, and AI-powered digital experiences. Skilled at translating complex requirements into intuitive, user-centered interfaces that improve engagement, reduce friction, and strengthen product clarity. Known for bridging design and engineering to deliver clean, scalable, and data-informed solutions. Creator of multiple technology initiatives—including EcoCoin, CareerNexus, and Fit of Vintage—leading product strategy, UX research, SEO growth, and full technical implementation. Passionate about human-centered design, AI-enhanced experiences, and building digital products that combine aesthetic quality with measurable business impact.

## Work Experience

### Contract Engineer – Mozilla AI

Monterey, CA | Jan 2025 – May 2025

- Designed and implemented AI-powered multi-label content classification for the Firefox Recap browser extension.
- Collaborated with UX designers to create interaction flows, micro-interactions, and notification patterns that improve comprehension of AI-generated insights.
- Built classification workflows using BART-MNLI, improving prediction accuracy and reliability across diverse page types.
- Developed Dockerized backend inference pipelines with CI/CD integration, supporting rapid iteration and collaborative model refinement.
- Supported ideation of future visualization patterns, data explanations, and user feedback loops for AI quality.

### Senior Data Manager (Contract) – Sun Street Centers

Salinas, CA | Jul 2024 – Jan 2025

- Designed Figma-based dashboards and Looker Studio reporting systems to support clinical, administrative, and executive decision-making.
- Streamlined data visualization with accessible layouts, strong hierarchy, and responsive design.
- Increased ETL performance by 30% through SQL Server optimization, Python workflows, and schema refinement.
- Enhanced transparency and reporting accuracy with simplified navigation and color systems.
- Ensured data governance alignment with HIPAA and organizational compliance requirements.

### Web Engineer – H & H Real Estates

Monterey, CA | Oct 2021 – May 2024

- Built responsive real estate search components using React, Tailwind, and Node.js.
- Improved conversion by analyzing user flow friction points and optimizing page interactions.
- Developed reusable UI components and contributed to a scalable internal design system.
- Partnered with marketing to strengthen SEO structure, metadata, and listing visibility.
- Upgraded web performance, accessibility, and cross-browser compatibility.

### Digital Experience Consultant – Freelance

California | Jul 2014 – Present

- Delivered UX/UI redesigns, brand identities, and full website rebuilds for startups and local businesses.
- Built responsive web experiences using React, Node.js, Tailwind CSS, and WordPress.
- Conducted user testing, persona development, card sorting, and content audits to improve clarity and usability.
- Designed high-fidelity prototypes, component systems, and visual assets using Figma and Adobe Creative Suite.
- Implemented SEO and analytics strategies that increased organic visibility and user engagement.
- Managed full digital presence including funnels, content, tracking, and conversion optimization.

## Skills

### Design & UX

Wireframing • Prototyping • Component libraries • Design systems architecture • Interaction design • Micro-interactions & motion • Mobile-first design • Heuristic evaluation • Usability testing • Personas • Journey mapping • Visual hierarchy • Typography systems • Color accessibility • WCAG 2.1 AA • Information architecture • Behavior-driven UX • Cross-platform consistency

### Frontend & Development

JavaScript • React • Node.js/Express • TypeScript (working proficiency) • Tailwind CSS • HTML5/CSS3 • REST APIs • JSON schema design • WordPress custom themes • Performance optimization • Lighthouse remediation • Docker • CI/CD • Git workflows • Component engineering • Cross-browser debugging

### Data & Analytics

SQL Server • SSIS • ETL pipeline design • Python automation • GA4 • Looker Studio dashboards • KPI systems • Funnel analysis • Heatmap analytics • Reporting automation • UTM strategy • Data normalization • Multi-system integrations • Leadership reporting frameworks

### AI & Emerging Tech

Zero-shot & multi-label classification • NLP workflow design • LLM prompting & evaluation • Embedding search • ONNX Runtime optimization • TensorFlow/PyTorch prototyping • Model interpretability • Responsible AI principles • AI-assisted UX • Browser-based ML workflows • Labeling strategy • Model lifecycle monitoring

### Professional & Collaboration

Agile • Sprint planning • Writing specs/user stories • Technical documentation • Translating requirements into UX/system flows • Stakeholder alignment • Design reviews & engineering handoff • Product roadmap support • Remote team leadership • Cross-functional communication • Structured problem-solving

## Education

### B.S. Computer Science — Software Engineering

California State University, Monterey Bay  
May 2025

## Certifications

## Selected Projects

### EcoCoin

Designed and built a Web3 donation DApp using React and Ethers.js. Created transparent smart contract workflows, intuitive wallet onboarding, and trust-centered UX patterns tailored for non-technical users. Led product UX, visual design, branding, and full-stack development.

### CareerNexus

Developed an AI-driven system that analyzes job descriptions, evaluates résumé match rates, identifies skill gaps, and generates personalized recommendations using NLP and multi-label classification. Designed dashboard UI, user flows, and interactive analytics.

### PrivAlcy

Built a privacy-risk scoring engine using ONNX models and FastAPI. Implemented multi-label classification workflows, structured API outputs, and browser/dashboard integration for automated privacy reporting.

### Fit of Vintage

Created a full digital brand including e-commerce UX flows, product storytelling, SEO strategy, photography direction, and conversion optimization. Increased organic visibility through data-driven keyword strategies and refined imagery/layout systems.