

ERIK PEETS

NYC Metropolitan Area • 347-933-2483 • erikpeets@gmail.com • peetsdesign.com • linkedin.com/in/erikpeets

PROFESSIONAL SUMMARY

Apple professional with seven years at Apple and 17+ years of experience across Customer Service, Sales, Technical Support, and Troubleshooting. At Apple, experience spans Customer Engagement, Platform Support, Software Quality Engineering, User Acceptance Testing, and Product Design. Known for coordinating across technical and nontechnical teams, investigating complex issues, identifying trends, and communicating actionable findings.

CORE COMPETENCIES

Customer Engagement • Platform Support • Performance Analysis • Trend Analysis • Issue Resolution • Process Improvement • Cross-Functional Collaboration • Stakeholder Communication

APPLE EXPERIENCE

Customer Service Specialist | *Apple*

Oct 2019 – Present

- Resolve complex account, billing, device software, and Apple services issues by diagnosing root causes and partnering with internal teams when broader product issues are suspected.
- Rank among the top five of 60+ specialists while maintaining 87% first-call resolution, under-30-second after-call work, and 90% schedule adherence.
- Support the Senior Service Escalation team on complex cases requiring clear communication and collaboration.
- Analyze recurring customer issues and surface actionable trends with clear customer and business context to support escalation and process improvement.

Software Quality Assurance Engineer | *Career Experience* | *Swift Platform Team*

Jan 2026 – Jun 2026

- Executed 200+ functional, regression, integration, and user acceptance tests across iOS, iPadOS, and macOS; documented and tracked defects in Radar.
- Managed engineering test devices in iTrack and maintained accurate inventory records through multiple testing cycles.
- Maintained test documentation and coordinated projects across engineering, design, and program management.
- Identified process gaps and contributed improvements that reduced recurring issues and improved team efficiency.
- Created a Career Experience onboarding resource to support faster ramp-up for incoming CEs, centralizing Radar-writing guidance, tool references, how-to instructions, and key resources.

User Acceptance Testing | *Rotation* | *Apple Store Online*

Jan 2025 – Jul 2025

- Filed 60 defect reports, with 98% resulting in data or software changes, including 25 critical and 34 high-priority issues.
- Designed and executed test cases across platforms and configurations, validating implementation against acceptance criteria.
- Communicated testing findings, risks, and priorities to project managers and cross-functional stakeholders.
- Onboarded and mentored a successor through the testing process to support continuity.

Product Designer | *Career Experience* | *Retail App Design Team*

Jun 2024 – Nov 2024

- Partnered with engineering, product, writing, and design to improve internal Retail applications.
- Audited and updated UI components in Sketch to align screens with current design-system standards.
- Converted left-to-right designs to right-to-left layouts, improving localization and accessibility.
- Participated in weekly design reviews and incorporated feedback to improve usability, consistency, and implementation quality.

Earlier Customer Service Experience | *Best Buy* • *B&H* • *Sprint* • *AT&T*

2009 – 2019

- Ten years of technical support, customer resolution, sales and service, and relationship management experience.
- Explained complex products and services clearly and resolved escalated concerns in high-volume environments.

EDUCATION

Vanderbilt / Coursera Prompt Engineering, 2026 • **Designlab** UX Design, 2023 • **SAE Institute** Audio Engineering Diploma, 2013

TOOLS

Root-cause analysis, issue triage, process improvement, Figma, Sketch, Git, Slack, iTrack, Radar, bug reproduction, technical documentation, defect tracking, AI tools