

Pete Armitage | UX/UI designer

About Pete

I am a designer with a penchant for storytelling. My career began in marketing in the music industry, where I first fell in love with creating and designing content.

I am exhilarated by technology - and now focusing on solving UX problems with user research, wireframing, prototyping and usability testing.

I am deeply passionate about my work and driven by the prospect of galvanising positive change in the world by employing a user-centred design process.

I am friendly and curious and eager to help others.

Education

University of Leeds

BA (Hons) *Philosophy & Linguistics*

Ironhack Berlin

Intensive UX/UI design course (450+ hours)

Links

petearmitage.com
petearmitage.medium.com
linkedin.com/in/petearmitage
peopleclubmusic.com

Contact

peterarmitager357@gmail.com

Work Experience

Content Designer & Copywriter

Freelance | Berlin, Germany

Sept 2016 - Present

- Conceptualised digital content for over 30 clients including *IE:music*, *Azzurri Group*, *Kiss Your Ears*
- Created and executed brand voice in microcopy, UX writing, emails and push notifications
- Collaborated with UX designers and developers to plan and execute campaigns
- Wrote over 200 SEO blog posts

Digital Marketing Manager

Tranquility Space | London, UK

June 2013 - June 2016

- By creation and implementation of guerilla marketing, helped to increase the portfolio of property lettings company by 300% in 18 months
- Spearheaded the generation of £750k+ in sales and managed marketing budget of £90k
- Hired and mentored cross-functional team of three (product, sales, support) to make sales calls, make client visits and close deals; initiated £450k in sales contracts
- Analyzed 1800+ responses to consumer surveys to evaluate brand perception

Co-founder & Owner

Sharon Promotions | London, UK

Sept 2010 - June 2013

- Hosted 35+ events including stages at *Farr Festival*, *Glade* and *Beacons*
- Directed team of three in conceptualising and executing of brand (selection of event listings [here](#))
- Grew company to achieve average event revenue of £8k
- Conceptualised and executed B2C marketing strategies: brand design, copywriting, social media, collaborations
- Raised funds for charities including *Help Refugees* and *Shelter*

Tools

Figma, Sketch, Zeplin, InVision, Adobe Suite, Javascript, Google Analytics, HTML/CSS, Python, Scrum, Operational CRM

Languages

English: Native, German: A2 (currently taking lessons), French: A2, Korean: A1