PETE WILLIAMS

SENIOR UX DESIGNER

I'm a designer specialising in complex digital products and services. With over 15 years' experience of research, design and development in both agency and in-house roles, I've gleaned an acute ability to balance the needs of users and the business against technological constraints.

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RECENT WORK HISTORY

UX DESIGNER at HM Courts & Tribunals Service   2017–Present

I led the design of the Civil Money Claims service — a digital transformation of the Small Claims Court. We set about taking an inefficient, confusing and costly court serivce and building a faster, simper, fairer succsseor fit for the 21st centruy. All whilst working within the constraints of laws that are hundreds of years old.

RESPONSIBILITIES INCLUDE:

- Conducting ethnographic research in courts, judges' chambers, solicitor's practices, call centres, and data processing centres. Gaining insight into a wide variety of users who would all use different parts of our system.

- Using the GOV.UK Prototyping Kit to produce a vast prototype reflecting what may be the biggest digital service in government. With multiple parties passing the case back and forth, forking off in different directions at each turn, there are hundreds of variations of journeys.

- Conducting end-to-end service design across many channels — dealing with journeys that can go from online to offline with paper forms or phone calls to support staff, before moving to a physical court hearing.

- Presenting designs to some of the most senior judges in the country and then fighting the user's case in order to get laws change for a better, fairer experience.

- Running lab-based usability tests with real claimants and defendants.

- Strived to make the process fairer and more efficient for all. For example, we introduced the concept of settlement agreements, which act as an alternative to CCJs — allowing the claimant to get their money back quicker without destroying the defendant's credit rating.

- Making it easier to settle the claim earlier — which is better for the claimant, who gets their money sooner, the defendant who avoids a CCJ, and reduces expensive court time for the government.

- Led collaboration across the programme — working on a departmental design system, organising and facilitating design crits and encouraging collaboration across teams and other government departments

LEAD UX DESIGNER at IG   2015–2017

IG are the world's leading provider of financial spread betting and CFD trading. I led the design of their new trading platform, replacing the industry-leading predecessor. A vastly complex subject matter combined with an eclectic spectrum of users created a unique challenge.

RESPONSIBILITIES INCLUDE:

- Instigating, managing and eventually handing over a user research programme — running user interviews, usability tests, quantitative research, and performance evaluations.
- Running user needs workshops and sketching sessions with a range of stakeholders from designers and developers to market analysts and trading floor staff.
- Leading the strategic product vision for the platform paradigm, presenting highly technical JavaScript prototypes to the board.
- Solving complicated interaction problems by creating and testing detailed low-level prototypes along with interaction and transition specifications.
- Working in Scrum teams collaborating with developers on design work and also supporting day-to-day activity as we release, evaluate and iterate based on user feedback.

UX DESIGNER at HM Revenue & Customs (HMRC)   2014–2015

I designed the new Company Accounts and Tax Online service — a digital service allowing small companies to jointly submit their annual accounts to Companies House, and their company tax return to HMRC. The Government Digital Service (GDS) called it the 'most complex government transaction' they had ever seen.

PRINCIPAL USER EXPERIENCE DESIGNER at SPACE01   2010–2014

Clients included:

Space01 are a user-centred design agency working specifically in the Financial Services sector — including both B2B and B2C channels. I was brought in to strengthen the existing UX Team and after working on a number of successful projects was quickly promoted to lead the team.

SKILLS

DESIGN

- User journey mapping
- IA / site-mapping
- Sketching
- Wireframing
- Prototyping
  - Axure or Framer prototypes
  - HTML/CSS & JavaScript prototypes
  - GDS Prototyping Kit
- Animation specification
- Interaction specifications

RESEARCH

- Stakeholder interviews
- User interviews
- Usability testing
- Workshop facilitation
- Persona specification
- User needs generation
- Data analysis
- Expert reviews
- Competitor analysis
- Card sorting

PORTFOLIO

Available upon request.