

# PETE WILLIAMS

LEAD UX DESIGNER

I'm a user-centred 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 gained an acute ability to balance the needs of users and the business against technological constraints.



Surrey



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## RECENT WORK HISTORY

### UX DESIGNER at DEPARTMENT FOR EDUCATION

Feb 2024 – Present

I primarily worked on a collection of four existing services dealing with recruiting candidates onto teacher training courses. My work involved looking for ways to increase the effectiveness of the process and ultimately increase both the number and quality of teachers recruited.



Department  
for Education

#### RESPONSIBILITIES INCLUDED:

- Leading the design of a new feature allowing universities to actively find suitable candidates rather than await applications — resulting in a considerable increase in recruited trainees
- Working on one of the most advanced GOV.UK prototypes in government, with complex data storage, searching and filtering
- Rapidly iterating the prototype during usability testing in order to shorten the feedback loop and make faster progress
- Leading design workshops with a group of professional end users to get early feedback on design concepts
- Conducting an internal accessibility audit to WCAG 2.2 AA standards
- Liaising with the support team to identify common user issues and designing solutions to reduce support workload by increasing users' ability to self-serve
- Conducting quantitative data analysis to establish the scale of anecdotal issues raised in qualitative research

### UX DESIGNER at STRUCTURE FLOW

Aug 2023 – Dec 2023

StructureFlow is a legal-tech startup providing a B2B enterprise SaaS which uses AI to enable data-driven visual modelling for legal firms.



StructureFlow

#### RESPONSIBILITIES INCLUDED:

- Producing an in-depth expert review of their existing product
- Running user research sessions including usability testing and user interviews
- Creating interactive Axure prototypes to explore, demonstrate, test and refine complex interaction paradigms
- Creating high-fidelity UI designs in Figma and extending the existing design system

## UX DESIGNER at WAYFLYER

Jan 2023 – Jul 2023

Wayflyer are a fintech who provide funding for ecommerce companies. I was brought in to help identify opportunities for automation and then design more efficient and scalable user-centric processes.



### RESPONSIBILITIES INCLUDED:

- Creating an end-to-end service blueprint of the current service
- Running workshops to identify which customer requests take up the most staff time
- Exploring solutions for these opportunities and determining which would offer the best ROI
- Conducting user research to gather user needs
- Creating, testing and iterating interactive prototypes of design solutions
- Working with the legal team and studying legislation to create fully compliant proposals

## UX DESIGNER at VEGA PROTOCOL

Jan 2022 – Dec 2022

Vega Protocol facilitates the decentralised and permissionless creation and trading of financial derivatives. I led the design of their Web3 trading platform.



### RESPONSIBILITIES INCLUDED:

- Conducting discovery user research to uncover the user needs of a highly sophisticated and niche target group
- Creating interactive prototypes with HTML, CSS and JavaScript to demonstrate complex interactions and transitions
- Submitting pull requests directly to the front-end repository to make usability and UI enhancements in code, using React and Tailwind
- Using Figma to create high-fidelity UI designs and building a new design system

## UX DESIGNER at VANGUARD ASSET MANAGEMENT

Jul 2021 – Jan 2022

I was brought in to help increase the sign-up rate on Vanguard's new low-cost, online, financial advice and retirement planning service.



### RESPONSIBILITIES INCLUDED:

- Conducting a full expert review of the existing service
- Analysing the conversion funnel and customer service records to find pain points
- Running workshops with product owners, financial planners, developers and compliance officers to review and prioritise proposed solutions for further refinement
- Working closely with the financial planning team to understand the calculations underpinning the service in order to identify simpler ways to meet requirements
- Creating a high-fidelity, fully-interactive prototype in Axure to replicate the current service and test proposed solutions
- Using Figma to produce high-fidelity designs for the development team to work from

## UX DESIGNER at HM COURTS & TRIBUNALS

Sep 2017 – Jul 2021

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 service and building a faster, simpler, fairer successor fit for the 21st century.



### RESPONSIBILITIES INCLUDED:

- Conducting ethnographic research in courts, judges' chambers, solicitors' practices, call centres, and data processing centres. Gaining insight into a diverse range of user types
- Using the GOV.UK Prototyping Kit to produce a vast prototype reflecting what may be the biggest digital service in government
- Conducting end-to-end design across all channels — online, in-person, phone, and paper
- Presenting designs to some of the most senior judges in the country and then fighting the user's case in order to get laws changed for a better, fairer experience
- Leading 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

Jul 2015 – Jan 2017

IG are the world's leading provider of financial spread betting and CFD trading. I led the design of their new trading platform.



### RESPONSIBILITIES INCLUDED:

- Instigating, managing and eventually handing over a user research programme — running user interviews, usability tests, quantitative research, and performance analysis
- Running user needs workshops and sketching sessions with a range of senior stakeholders
- 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 prototypes along with interaction and transition specifications.

## UX DESIGNER at HM Revenue & Customs (HMRC)

Nov 2014 – May 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 UX DESIGNER at SPACE01

Sep 2010 – Nov 2014

Led UX design across multiple financial-sector clients including major banks.

## PORTFOLIO

Available upon request.