32 / Male / **Currently living in Madrid, Spain**

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Peter Abbott
Design + Machine Learning

"I work best in small, autonomous, highly multidisciplinary teams. I enjoy inspiring others and being challenged on my input. While I come from a traditional design background, I spend most of my time in the IDE or Terminal."

Most recently I was the Co-Founding Designer at **GoDesk,** a blue collar customer support platform.

I was responsible for defining the business's strategic playbook, market fit, and brand positioning. I oversaw customer research implementation, a complete rebrand, and delivery of the product's first ML-powered customer support features. Over eight months, we achieved **10X revenue growth to $3000+** MRR but ultimately liquidated the business and exited with remaining capital.

Before that I led the design system team at **Fresha,** the world's #1 beauty and wellness booking platform.

As Lead Product Designer at Fresha, I inherited a fragmented design ecosystem with 1000+ inconsistent components across three failed previous attempts at systematisation. Over 18 months, I built and led a team of 4 (3 engineers, 1 designer) to architect a comprehensive design system serving **130+ global team members** and **customers across 120 countries**.

Education
Norwich University of the Arts –
Graphic Communication Design

Experience
GoDesk – Co-Founding Designer
Fresha – Lead Product Designer
Contractor – Product Designer
Foolproof – UX Designer

Tools & Tech
Paper / Adobe suit / Figma / Procreate / Obsidian / Jira / VSCode / Claude CLI / SupaBase / OpenRouter / JupyterNotebooks / Xcode / Git / Vercel / Hostinger / React / Svelte5 / Typescript / Javascript / JSON / SwiftUI / Python