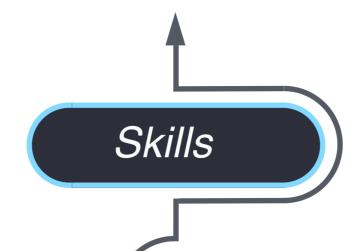
Fraser Peett UX Researcher

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Fraser has over 30 years experience in advertising, sports marketing, brand and branding. He has also started, built up and sold a company. Throughout, he has used research to qualify and quantify decision-making either for him, his teams and his clients. In 2019 Fraser took a year out to recalibrate and up-skill in UX with a strong focus on UX Research.





General

Advertising;

Project leadership
Client and stakeholder management
Competitor analysis (SWOT etc)
Strategic development and planning
Creative briefing and selling
P&L

Sports Marketing;

Contract management
Pricing analytics
Public speaking
Workshopping
Cross-culture marketing

Brand & Branding;

Intellectual property
Procurement

Business Owner;

Start-up culture / Agile
Funding and grants
Industrial product development
European standards
Supply chain management
Rigorous R&D processes
Regulation and independent certification
Marketing to experts
Licensing of IP (exit strategy)

UX Design



Discovery;

Business analysis

Contextual inquiry / use of product

Business requirement documentation

Define;

Affinity Mapping

Design;

Ideation
Lo-fi wireframing
Task flows
Prototyping (Balsamiq)
Site mapping

Deliver (inc. UI);

Hi-fi clickable prototypes (Adobe XD)
Brand guidelines
Asset creation
Handing off processes



UX Research

Discovery Space;

Empathic listening
Mental model diagramming
Strategic thinking
Stakeholder interviews
Expert interviews
Competitor benchmarking

Define Space;

Persona build

Task analysis

Prototype feedback/testing

Card sorting

Design Space;

User stories
Usability testing
A/B MVT testing
Benchmark testing
Accessibility evaluation

Delivery Space;

Surveys
Expert training reviews
Usability bug review
Post-launch analytics