

# 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.



