

Fraser Peett

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14 Kings Road, Henley-on-Thames, Oxfordshire, RG9 2DG

University of Exeter, BSc. Hons. Psychology 1984-1987

My tutor was Dr Paul Kline, highly regarded in the field of psychometrics.

CareerFoundry, 2019-2020, UX Research & Design, UI, Front End, Voice

Saatchi & Saatchi Advertising, Graduate to Manager 1987-1991

British Airways, Burger King, New Business

Roles included competitive analysis, campaign and copy development, qualitative copy testing (depths, focus, surveys), secret shopper, presenting and selling concepts and stakeholder management.

Also, PM on the 50% scale model of Concorde at tunnel entrance of Heathrow Airport.

Grey London, Advertising, Manager to Director 1991-1995

Glaxo SmithKline (Aquafresh international), Mars (Galaxy/Dove, Maltesers), Allied Dunbar FS (now Zurich Life)

FMCG Copy/Media Pressure/Nielsen audits. For Allied Dunbar Financial Services, full brand audit and commissioning fully integrated multimedia campaigns.

Collett Dickenson & Pearce (CDP, now Dentsu London), Main Board Director 1995-1996

AST Computers (European markets, bought by Samsung), Lombard Direct (Personal Loans), ISL / UEFA Euro '96

PM on multi-market campaigns, launch of new loans business including media analytics, sponsorship support programme for England's largest football tournament since 1966.

ISL Worldwide, Lucerne, Switzerland, Vice President, Head of Global Partnerships, Head of FIFA Brand & Marketing 1996-2001

FIFA World Cup France '98 and UEFA Euro 2000 Holland/Belgium

Contractual Deliver of commercial rights, surveys and audits, commissioning qualitative and quantitative studies, rights valuations, IP creation and legal processes, creation of FIFA Digital Assets system.

Sports Marketing and Branding Consultant, Director/Owner 2001-Present

FIFA World Cups '02, '06, '10, UEFA Euro '04, Coca-Cola, R&A (Open Golf), World Badminton, Tottenham Hotspur and others

ISL Collapsed in 2001 and FIFA and UEFA contracted directly. Emblems, Mascots, Art, Music for events and PM on first official Fan Park in Lisbon. JV with Teamup for strategy and branding work for sports clients.

ProStructFR start-up, industrial coatings, Managing Director, 2012-2020

R&D and European legislation driven, private funding + grants (INNOVATE). Launched 2016, business acquired by coating partner in spring 2020

UX Researcher 2019-Present

Alongside upskilling, client briefs from Velon Pro Cycling and others

Skills

Advertising;

Project Leadership
Client/Stakeholder Management
Competitor Analysis (SWOT etc)
Strategic development
Campaign planning
Creative briefing and selling

Sports Marketing;

Contract management
Pricing analytics
Public Speaking
Workshopping

Brands & Branding;

Intellectual property (IP)
Procurement
Design Systems

Owning a Business;

Start-up culture / Agile
Industrial product design
Supply chain management
Rigorous R&D processes
Regulatory authorities
Marketing to experts
Licensing IP (exit strategy)

UX Research

Empathic listening
Mental modelling
Strategic thinking
Stakeholder & expert interviews
Competitor benchmarking
Persona build
Task Analysis
Card sorting
Prototype testing
User stories
Usability testing
A/B MVT testing
Accessibility evaluation
Surveys
Expert training reviews
Usability bug reviews
Post-launch analytics

UX Design (UXR+)

Business analysis / requirements
Contextual enquiry
Affinity Mapping
Information Architecture
Adobe XD (Sketch/Figma)
UI/HTML/CSS/JavaScript
UX for Voice