**Fraser Peett**

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**UX Researcher | UX Designer | UX Strategist | UX Writer**

*After over 30 years in advertising, sports marketing, brand and branding as well as starting up and selling an industrial products company, I took a sabbatical in 2016 and after a period of deep reflection and a lot of research, decided to jump the fence from marketing into the wonderful world of UX.*

*With about 3,000 hours of learning and practical application later to become highly competent in the new skillset and combined with my experience in management and strategy, I have invested heavily in this career shift, favouring UX Research through natural curiosity and plenty of previous experience but also capable of a wider application of UX Design skills.*

*I also did code school (HTML/CSS and a little JS), UI and VUI.*

*I’ve written a million or more words of copy down the years. Some of them were pretty good, apparently.*

**2019-onwards UX Research/Design/Strategy/Writer**

Mainly qualitative research but also design for: Velon CC (Professional Cycling Tour JV) on their Road Code app; KAI Conversations (start-up) on their pharma sales calls conversational analysis (AI) app (MVPv2 due 2021); contextual enquiry for a large chain of estate agents; a start-up in the life insurance space and a range of side hustles including a patented male incontinence product.

**2012-2020 ProStructFR™ start-up, fire retardant coatings in construction sector, Managing Director/Shareholder**

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

**2001-onwards Sports Marketing and Brand/Branding Consultant, Director/Owner**

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

**1996-2001 ISL Worldwide Sports Marketing Agency, Vice President/CSD FIFA Global Partnerships, Brand & Marketing**

Contractual Deliver of commercial rights FIFA World Cup France’98, surveys and audits, commissioning qual/quant studies, rights valuations, IP creation and legal processes, FIFA on-line digital assets/archive.

**1996-96 Collett Dickenson & Pearce Advertising (CDP, now Dentsu London), Main Board Director**

AST Computers (Europe), Lombard Personal Loans, UEFA Euro’96™

**1991-95 Grey London, Advertising, PM (AM) to Lead (AD)**

GlaxoSmithKline (Aquafresh International), Mars (Galaxy, Maltesers), BAT Financial Services Allied Dunbar (now Zurich)

**1987-91 Saatchi & Saatchi Advertising, Graduate to Manager**

British Airways, Burger King, Campbells Soup

**1984-87 University of Exeter, BSc. Hons. Psychology**

**UX Research**

Empathic listening

Contextual enquiry

Mental modelling

Stakeholder & expert interviews

Competitor benchmarking

Persona build

User journey mapping

Task Analysis

Card sorting

Prototype testing

User stories

Usability testing

A/B MVT testing

Accessibility evaluation

Expert training reviews

Post-launch analytics

**UX Design (UXR+)**

Affinity Mapping

Information Architecture

UX Copy

Adobe XD (Sketch/Figma)

UI/HTML/CSS/JavaScript

UX for Voice (Alexa)

**UX Strategy (UXR/UXD+)**

Problem-space business proposition development

Business analysis / requirements

**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)

**Brands & Branding**

Intellectual property (IP)

Procurement

Design Systems

**Sports Marketing**

Contract management

Pricing analytics

Public Speaking

Workshopping

**Advertising**

Project Leadership

Client/Stakeholder Management

Competitor Analysis

Strategic development

Campaign planning

Creative briefing and selling