**Fraser Peett**

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

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| *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**  **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  Copywriting |