**Fraser Peett**

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*‘A couple of years back, I took a sabbatical to totally immerse myself in the wonderful world of UX, using a course as a wayfinder but also extended learning through reading scores of books, attending dozens of meet-ups, connecting with 500 practitioners on LinkedIn, listened and watched a thousand hours or more of the great and good sharing their wisdom and eventually getting paid and unpaid real world work to test and improve my newly found skills.  
  
Having developed strategic and problem solving skills over 30 years’ experience in advertising, sports marketing, brand and branding, I am strongly leaning in to the research space (discovery, contextual, usability etc) whilst also practicing my UX Designer and, out of curiosity, UI Design skills. I've also done a little code school to become more empathic to the engineers and also invested time in the incredible world of VUI.’*

**2019-onwards UX Research / UX Design Consultant**

Combining over 30 years of client/stakeholder management and ‘analogue’ strategy with UXR, UXD and UXS skills.

Client work for Velon Pro-Cycling (usability testing and prototyping), a privately funded start-up in the AI/Voice sector (contextual enquiry, user journey mapping, personas, IA, wireframing, prototyping, usability testing, some UI and hand-off), a start-up in the men’s personal hygiene sector (full double diamond process as one-person team).

**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, surveys and audits, commissioning qualitative and quantitative studies, rights valuations, IP creation and legal processes, FIFA Digital Assets system.

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

**1991-95 Grey London, Advertising Agency, PM to Lead**

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

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

**2019 CareerFoundry, Berlin/Online UX Strategy, Research & Design, UI, Front End, Voice**

**Skills**

**UX Research**

Empathic listening

Contextual enquiry

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

Expert training reviews

Post-launch analytics

**UX Design (UXR+)**

Business analysis / requirements

Affinity Mapping

Information Architecture

UX Copy

Adobe XD (Sketch/Figma)

UI/HTML/CSS/JavaScript

UX for Voice (Alexa)

**Advertising**

Project Leadership

Client/Stakeholder Management

Competitor Analysis

Strategic development

Campaign planning

Creative briefing and selling

Copywriting

**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)