**Fraser Peett**

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**UX Designer**

**UX Researcher, UX Designer, Content Designer/Writer, Conversational (Voice) Designer/Copywriter, UI/Front End**

In 2016, after 3 decades that covered management roles in advertising, sports marketing, branding and my industrial coatings start-up, during which I’d been continuously ‘broadcasting’ through selling, negotiating, decision-making, politicking and persuading - my world became very, very quiet.

My doctors told me not to talk.

So, I stopped. And started listening. Really listening. To everything and everyone. Best thing that ever happened to me.

I studied Psychology (BSc. with pure mathematics and statistics) at Exeter University a very long time ago. I was too young to understand ‘people’ back then with their messy, broken, mixed-up, making-do and getting-by lives.

Now I do. We’re all edge cases and that’s good.

Initially using a bootcamp to get things going in UX, I’ve also spent thousands of hours on the various subskills, including additional learning from the IxDF on quantitative research to add to my qualitative skills, but also used every opportunity to become pixel perfect using Adobe XD as my tool of choice (to transfer to Figma/Sketch, give me a couple of days!). I’ve also done code school so know my way around html and CSS and am on nodding terms with JavaScript.

Having worked on classic UX research and design projects for a couple of years, latterly I’ve found myself drawn to specialisms within the wider UX skillset I have affinities with. Making best use of the time afforded by the lockdown, I enrolled and graduated from the highly regarded ***Content Design London Academy*** (CDL) that combines research best practice with content writing, and the ***Conversational Design Institute*** (CDI) that run a world-class course in voice and chatbot design.

I’ve had the chance to do some amazing things during my career that spans several disciplines and now I’m in the world of UX, I plan to do many more.

**2019- UX Designer (etc)**

Clients include Velon CC (Professional Cycling), KAI Conversations (Start-up in Pharma Sales AI), Philanthropic Family Charity, a male intimate personal hygiene product, a sports marketing agency, a small FS start-up and a retail database.

**2012-2020 ProStructFR™ Start-up Managing Director**

Privately funded, co-inventor of a patent protected industrial coating, brought to market 2016 and sold (through perpetual license) to coating partner March 2020

**2001-2020 Sports Marketing and Brand/Branding Consultant**

For FIFA, consultant design director on the 2002, 2006 and 2010 FIFA World Cups Marks and Emblems including the logos, art, music, mascots, and all media design systems.

For UEFA, consultant director on the 2004 Euro Lisbon Fan Park, the first Confederation owned fan experience including park design and daily delivery of entertainment

For FIFA/Coca-Cola, consultant director on the 2006 World Cup Trophy international tour including immersive fan experience.

For Tottenham Hotspur, the branding for their new stadium

For World Badminton, the branding for their world tour partnered by HSBC

For the R&A, the creation of their The One Membership programme

And others.

**1996-2001 ISL Worldwide Sports Marketing Agency, VP**

Client Services Lead, FIFA World Cup France’98 and UEFA Euro’2000

For FIFA, Brand and Marketing Lead 2002 FIFA World Cup

**1995-96 Collett Dickenson & Pearce Advertising, Director**

CSD for Lombard Direct (FS), Euro’96, AST Computers

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

Account Director for Mars, GlaxoSmithKline, and Zurich Life Assurance

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

Account Manager British Airways and Burger King

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

**UX Design**

Stakeholder management

Workshopping

User Journeys

IA

Ideation

Iteration

Audit

**Conversational Design**

CDI Certified

Voice Assistants

Chatbots

**Content Design**

CDL Certified

UX Writing

**UX Research**

*Qualitative*

Contextual enquiry

Stakeholder & expert interviews

Competitor benchmarking

Persona build

Usability testing

*Quantitative*

IxDF Certified

Surveys

Tree/Card/1st Click

Web/App Analytics

A/B + MVT

**UI Design + Handoff Front End**

Adobe XD

(+Sketch/Figma)

Bootstrap

HTML/CSS

**Owning a Business**

Start-up / investors

Agile / Product design

Supply chain / logistics

R&D / Regulation / ISO

Expert marketing

Exit strategy

**Brands & Branding**

Procurement Commissioning

Creative & IP

Design Systems

**Sports Marketing**

High value contracts

Rights delivery

Public Speaking

**Advertising**

Project Leadership

Strategic development

Campaign planning

Creative briefing and selling