**Fraser Peett**

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**UX Conversational Designer**

**(+ Researcher, Designer, Content Designer/UX Writer, + 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.

My wider training and application in UX, with over 3000 hours of classroom, combines with decades of strategic work and content writing including speeches, ad copy, design systems and other technical work to arrive at Conversational Design and I opted to do both Sarah Winter’s awesome Content Design Academy course and Hans van Dams’ equally brilliant Conversational Design Institute to give me focus.

Words are my design tools of choice. Finding the right ones takes solid research skills and I’ve got a bunch of them as well.

**2019-onwards 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 small FS and a retail database.

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

Privately funded, patent protected industrial coating manufacturer, sold to coating partner March 2020

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

Clients include FIFA, UEFA, Coca-Cola, Tottenham Hotspur, World Badminton, Royal & Ancient Golf

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

CSD/Brand and Marketing Lead on FIFA/FIFA World Cup, UEFA European Championships and ATP Tour (Tennis)

**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 FS

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

Account Manager British Airways and Burger King

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

**UX Conversational Design**

CDI Designer/Writer Course 2021(Bots/Alexa)

**UX Content Design**

CDL Academy Course 2021

**UX Research**

Qualitative

Contextual enquiry

Mental modelling

Stakeholder & expert interviews

Competitor benchmarking

Persona build

User journey mapping

Task Analysis

Prototype testing

User stories

Usability testing

Quantitative

Surveys

Early Design Testing

Web and App Analytics

A/B and Multi-variate Testing

**UX Design+**

Affinity Mapping

Information Architecture

Iteration wireframes/ prototypes

Adobe XD (+Sketch/Figma)

UI/HTML/CSS/JavaScript

**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 Management

Commissioning Research

Strategic development

Campaign planning

Creative briefing and selling