**Fraser Peett**

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**UX Researcher**

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

I studied Psychology (BSc. with pure mathematics and statistics) at Exeter University. 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, reading, watching, listening, meeting and working with clients has shown UXR to be the vocation and skills I most cherish and want to develop continuously over the coming decade. With a toolbox of Quant and Qual methodologies, I consider myself an artisan but also with the residual stakeholder skills and resilience to make the research findings actually matter.

I like it when people lie to me. They are only protecting themselves and I can work with that.

**2019-onwards UX Researcher**

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/Marketing 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 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

**UX Content Design**

CDL Academy Course 2021

**UX Conversational Design**

CDI Designer/Writer Course 2021(Bots/Alexa)

**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