**Fraser Peett**

[fraser@peett.co.uk](mailto:fraser@peett.co.uk) [peett.co.uk](http://www.peett.co.uk/)  [linkedin.com/in/fraserpeett](https://www.linkedin.com/in/fraserpeett/?originalSubdomain=uk) +44 (0) 78 84 25 32 30 Henley-0n-Thames, UK

**User Researcher**

Qualitative Behavioural Researcher backed up by a lifetime of engaging stakeholders, empowering designers, and improving outcomes. Currently leading a team of URs deployed on Atos client work.

I’m embedded in HMRC in an agile team on international road freight movements post Brexit. I work closely with Designers, Content Designers and Quantitative/Performance Analysts to improve services to the professional user groups.

I’m used to handling tight budgets, tighter deadlines and continuously justifying the need for UR within organisations with mixed UX maturity.

Never happier than working with complicated systems to find the flaws that prevent humans getting stuff done. Always focussed on the user needs balanced with technical constraints.

The bit before I became a UR is also quite a story.

**2019- User Researcher**

* **Atos Consulting / HMRC**
  + Team Lead CX NE Practice at Atos (6 reports and growing)
  + HMRC Digital using GDS. All qualitative methodologies, workshops, senior stakeholder management.
* **Accenture /Vodafone**
  + Qualitative/behavioural studies inc. discovery, ethnography, expert interviews, competitive reviews, UX audits, usability testing (remote, in-person, moderated and unmoderated), user journey mapping, persona and mindset generation and validation, benchmarking, tree-testing, first click and some eye-tracking. Working closely with Quant and Mixed Method colleagues on optimisation studies. Applied specialism in research of content design (copy, taxonomy, UX copy) and conversational design (VF’s chatbot Tobi).
* **Velon World Tour Cycling**
  + User interviews, end-to-end usability testing inc. moderated and remote in-person on their native app dev.
* **KAI Conversations** (start-up/AI) – depth/discovery interviews, user journey mapping, proto-personas, dashboard design, usability testing of wireframes and prototypes
* Male Personal Hygiene Start-up (Under NDA) – UX strategy applied at business development stage, contextual enquiry, vulnerable user interviews.
* Dark Horses Agency – UX Strategy, UX auditing inc. analytics
* Content Design for UK charity RNID inc. user interviews, secondary research analysis, workshopping, A/B copy testing, analytics

**2012-2019 ProStructFR™ Start-up Managing Director**

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

**2001-2019 Sports Marketing and Brand/Branding Consultant**

2002/2006/2010 FIFA World Cups, 2004 UEFA European Championship, Coca-Cola, Tottenham Hotspur, R&A/The Open, World Badminton and others

**1996-2001 ISL Worldwide Sports Marketing Agency, Vice President Football**

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

For FIFA, Brand and Marketing Lead 2002 FIFA World Cup Korea/Japan

**1995-96 Collett Dickenson & Pearce Advertising, Main Board 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**