**Fraser Peett**

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**User Researcher**

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 premium study course with access to tutors and mentors to get things going in UX, I’ve also spent thousands of hours on the various subskills, including additional qualification 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 few 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 graduated from the highly regarded ***Content Design London Academy*** (CDL) that combines research best practice with content writing run by Sarah Richards/Winter of GOV.UK fame and the ***Conversational Design Institute*** (CDI) that run a world-class course in voice assistant 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 Research, I plan to do many more.

**2019- User Researcher**

* **Atos / HMRC**
  + Team Lead CX Practice at Atos (6 reports)
  + 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**