**Fraser Peett**

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**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 Researcher**

Mixed method research for;

* Velon World Tour Cycling – user interviews, end-to-end usability testing inc. moderated and remote in-person on their native app dev.
* Pharmaceutical Sales Calls AI Start-up (Under NDA) – depth/discovery interviews, user journey mapping, proto-personas, dashboard usability testing of wireframes and prototypes
* Male Personal Hygiene Start-up (Under NDA) – UX strategy applied at business development stage, contextual enquiry
* Dark Horses Agency – UX auditing inc. analytics
* Content Design for UK charity RNID inc. user interviews, secondary research analysis, workshopping, A/B copy testing, analytics

**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

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

FIFA World Cup, UEFA European Championship, Coca-Cola, Tottenham Hotspur, World Badminton 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**

**Career Skills**

**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

**UX Design**

Stakeholder management

Workshopping

User Journeys

IA

Ideation

Iteration

Audit

**Conversational Design**

CDI Certified

Voice Assistants

Chatbots

**Content Design**

CDL Certified

UX Writing

**UI Design + Handoff Front End**

Adobe XD

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