Peter Roper UX designer

📍 Chiba, Japan

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UI/UX designer with 15 years experience including a background in front end development. I work closely with stakeholders to design and enhance user experiences across web and mobile platforms. Combining core UI principles and organization skills with cohesive design to create a clear product for developers and end users.

Professional Experience

📅 June 2020- Present **Asurion**

Asurion, Tokyo, Japan

Asurion is a leading provider of device insurance, warranty and support services for cell phones and consumer electronics. Working in Partnership with Japan's main telecom corporations.

UI/UX Designer

📅 June 2020-present 📍 Tokyo, Japan

- Working with product managers and a team of UX designers, business analysts and developers on multiple concurrent projects; ranging from expanding existing customer support UI, re-designing chat and instant messaging programs and improving core design systems and libraries.

  - Designed the UI for an au.com instant messaging program, and reciprocal agent IM platform. Currently in development.

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  - Design lead on concurrent system expansion projects; evaluating information architecture, communicating with and meeting business development needs.

Education

B.Sc Product Design & Development

📅 1999-2002

📍 University of Salford

Skills

Prototyping	
Wireframing	Figma
Sketch	Zeplin
Principle	UI animation
Design systems	Component Libraries
Information architecture	Responsive design
Accessibility	
CSS / SASS / frameworks	HTML / Semantic

- Designed new UI features for an existing inter-agent chat and agent monitoring systems.

- Lead the transition of existing projects from Sketch to Figma. Adapting components to auto layout, establishing a consistent design system and Figma library.

- Promoted and engaged under-utilised tools within Zeplin. Creating global style guides and component variants to better aid developer hand over.

📅 2006-2020 **Geronigo / Go Ballistic / The Activity People**

Geronigo, Chiba, Japan

Geronigo 'Every Adventure' is an international booking agency with over 5000 activity venues spread across the world.

UI Designer & Developer

📅 2017-2020   📍 Chiba, Japan

- Working with stakeholders and a team of developers, I lead the visual and UI design of Geronigos international activities portfolio. Through prototyping, design iteration and feature enhancement; key products such as Adventure card vouchers, Geronigo bookings, RezBot event management were established.

  - Created the UI and visual design for the companies responsive websites and iOS/Android application; key UI features included area and activity search, booking and sales systems.

  - Re-designed and developed the UI of a client facing marketing and subscription website. Developed the front end responsive website; forming a greater understanding of flex-bo and css frameworks.

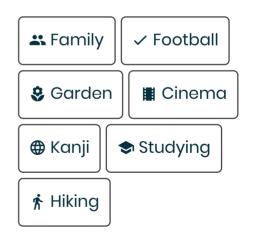 - Prototyped UI design and animations for an event planner and booking iOS app.

- Evaluated subscriber research and designed corresponding UI feature enhancements.

- Created split testing on design and component iterations, measuring the impact via google analytics.

- Established design systems for key brands and promoted the consistent use of style guides through online, email and print mediums.

Go Ballistic, Chiba, Japan

An expanded activities booking agency based in the UK and Australia, focussed on user events and bookings.

UI Designer & Developer

📅 2013-2017 📍 Chiba, Japan

- Managed a large portfolio of activity based websites, comprising primary brand websites and localised versions. Responsibilities included new brand development, UI redesign, establishing responsive design frameworks and feature enhancement.

  - Transitioned all websites to a responsive mobile first design.

  - Designed the UI and enhancements for a new voucher sales feature. The feature added key revenue streams to supplement the core booking system.

Web Developer

📅 2011-2013 📍 Chiba, Japan

Web Designer and Developer

📅 2009-2011 📍 Chiba, Japan

The Activity People, United Kingdom

Provides an extensive range of experience days, gift experiences, driving experiences and team building activities.

Web Designer and Developer

📅 2006-2009   📍 United Kingdom

- My responsibilities included web design and development, email, visual and print design. I was responsible for the creation of an extensive portfolio of activity based websites. .

📅 2005-2006   **Valehall, United Kingdom**

Working for a print production company; my role comprised both graphic design for print and web design and development of the companies websites.

Product Designer @ Valehall

📅 2005-2006   📍 United Kingdom

Sample Projects

Please visit my portfolio found at **https://hotbertaa.github.io** for a more indepth overview of my latest work and to find urls to the websites I have created.