

Peter Roper

Product Designer

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Profile

I am a skilled and versatile designer with a wealth of product design and development experience gained during a 15-year career. Working closely with stakeholders, I have led the design and enhancement of user experiences for numerous products on platforms including web, responsive, app, admin, social, and print media.

Education

Salford University

Aug 1999 – Jun 2002

BSc Product Design & Development

Current Employment

UX Designer

Jun 2020 – Present

Asurion, Tokyo Japan

- Led the design efforts for au client apps over a 2-year period, using wireframes, prototypes, and mockups to communicate design concepts.
- Participated in thorough user research and utilized data-driven insights to inform design decisions.
- Collaborated closely with cross-functional teams, including product managers and developers.
- Iteratively improved the app's UX/UI based on user feedback, usability testing, and analytics.
- Developed and maintained design systems and guidelines for consistency and scalability.
- Mentored and provided guidance to junior designers, fostering a collaborative and innovative design culture.
- Advocated for product innovation through open communication methods
- Facilitated design-to-development communications, resulting in the au Photo Cloud localization being released 2 months ahead of schedule.

Contacts

- Inzai Makinohara, Chiba ken
- peter.roper.jp@gmail.com
- 070 4127 4930
- peteroper.github.io/portfolio

Skills

Figma

Expert

Illustrator

Advanced

After Effects

Advanced

Photoshop

Advanced

Premiere

Intermediate

Sketch

Intermediate

Recent Projects

- au Tsukasapo app
- au Photo Cloud app
- Chat, Admin & CMS Tools

Portfolio

- peteroper.github.io/portfolio

Language

- English - Native
 - Japanese (no accreditation)
 - Personal, Cultural and Business experience
- +15years.

Employment

Senior Product Designer

Jan 2017 – Jun 2020

Geronigo, Japan – Remote

- Created a new international activities website and app, leading the end-to-end design process from concept ideation to final implementation.
- Iterated on the design of key features, including search functionality, booking management, and event management, relying on A/B testing and analytics data.
- Redesigned affiliate marketing and subscription products and established automated processes to reduce administrative costs.
- hotbertaa.github.io

Designer & Front End Developer

Jan 2009 – Dec 2016

Go Ballistic, Japan – Remote

- Led the design, continuous improvement, and redesigns of the product family comprising 500+ websites.
- Developed component and CSS frameworks for cross-product features, considering scalability to reduce UAT efforts.
- Iterated design enhancements based on user feedback and analytics.

Lead Web Designer

Feb 2006 – Jan 2009

The Activity People, United Kingdom

Led end-to-end design and development of websites, B2B CMS tools, WordPress blogs, brand creation, social media, and email marketing.

Web & Visual Designer

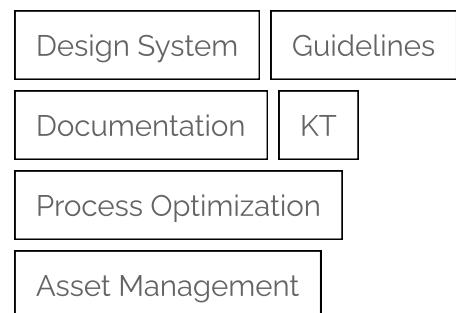
Mar 2006 – Feb 2006

Valehall, United Kingdom

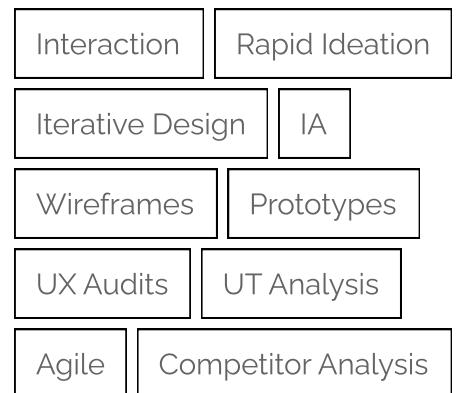
Led the design and expansion of a printing organization's sales websites, in addition to providing graphic design support, branding, and Email Marketing.

Experience

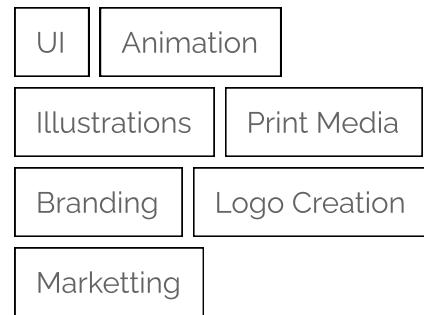
Design Ops



Product Design



Visual Design



Implementation

