

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
- +15 years.

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 2005 – 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.

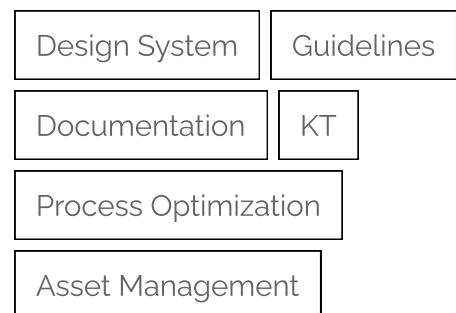
Language Instructor

Feb 2003–Oct 2004

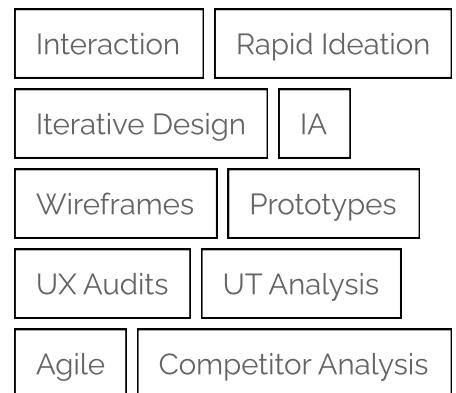
Nova, Kashiwa Japan

Experience

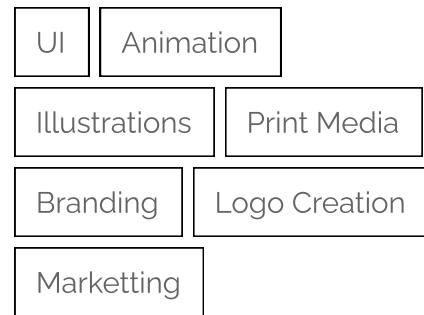
Design Ops



Product Design



Visual Design



Implementation

