



# Peter Roper

Product Designer

## Profile

I am a skilled and versatile designer with a wealth of product design & 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 with 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 product innovation with open communication methods.
- Facilitated design to development communications which resulted in the au Photo Cloud localisation being released 2 months ahead of schedule.

## Contacts

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- 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 the design of key features, including search, bookings, and event management, based on A/B testing and analytics data.
- Redesigned affiliate marketing and subscription products. Establishing 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 product family comprising 500+ websites.
- Developed Component & CSS frameworks for cross-product features factoring in scalability to reduce UAT efforts.
- Iterated design enhancements based on User Feedback, Research and Analytics.

### Lead Web Designer

Feb 2006 – Jan 2009

#### The Activity People, United Kingdom

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

### Web & Visual Designer

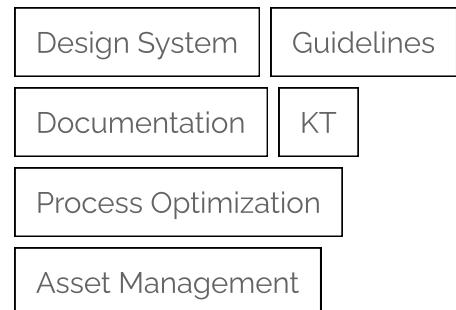
Mar 2006– Feb 2006

#### Valehall, United Kingdom

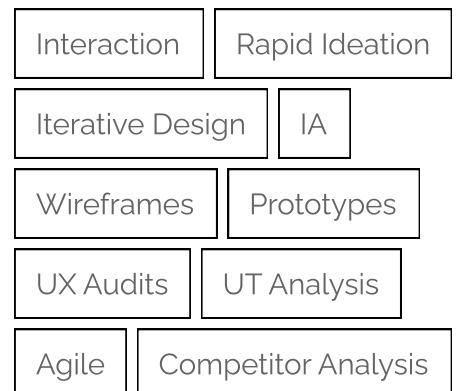
Led the design and expansion of a printing organisations sales websites in addition to providing graphic design support, branding and email marketing.

## Experience

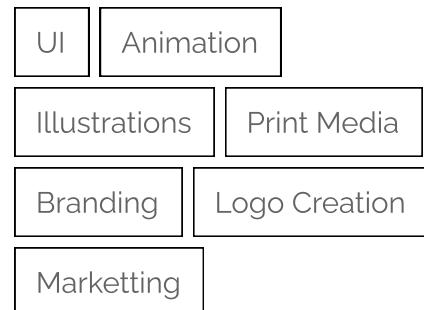
### Design Ops



### Product Design



### Visual Design



### Implementation

