**Fraser Peett**

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**UX Researcher | UX Designer | UX Strategist | UX Writer**

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| *After over 30 years in advertising, sports marketing, brand and branding as well as starting up and selling an industrial products company, I took a sabbatical in 2016 and after a period of deep reflection and a lot of research, decided to jump the fence from marketing into the wonderful world of UX.* *With about 3,000 hours of learning and practical application later to become highly competent in the new skillset and combined with my experience in management and strategy, I have invested heavily in this career shift, favouring UX Research through natural curiosity and plenty of previous experience but also capable of a wider application of UX Design skills.* *I also did code school (HTML/CSS and a little JS), UI and VUI.**I’ve written a million or more words of copy down the years. Some of them were pretty good, apparently.***2019-onwards UX Research/Design/Strategy/Writer**Mainly qualitative research but also design for: Velon CC (Professional Cycling Tour JV) on their Road Code app; KAI Conversations (start-up) on their pharma sales calls conversational analysis (AI) app (MVPv2 due 2021); contextual enquiry for a large chain of estate agents; a start-up in the life insurance space and a range of side hustles including a patented male incontinence product.**2012-2020 ProStructFR™ start-up, fire retardant coatings in construction sector, Managing Director/Shareholder**R&D and European legislation driven, private funding + grants (INNOVATE). Launched 2016, business acquired by coating partner in spring 2020.**2001-onwards Sports Marketing and Brand/Branding Consultant, Director/Owner** FIFA World Cups’02, ’06, ’10, UEFA Euro’04, Coca-Cola, R&A (Open Golf), World Badminton, Tottenham Hotspur and others.**1996-2001 ISL Worldwide Sports Marketing Agency, Vice President/CSD FIFA Global Partnerships, Brand & Marketing** Contractual Deliver of commercial rights FIFA World Cup France’98, surveys and audits, commissioning qual/quant studies, rights valuations, IP creation and legal processes, FIFA on-line digital assets/archive.**1996-96 Collett Dickenson & Pearce Advertising (CDP, now Dentsu London), Main Board Director** AST Computers (Europe), Lombard Personal Loans, UEFA Euro’96™**1991-95 Grey London, Advertising, PM (AM) to Lead (AD)**GlaxoSmithKline (Aquafresh International), Mars (Galaxy, Maltesers), BAT Financial Services Allied Dunbar (now Zurich) **1987-91 Saatchi & Saatchi Advertising, Graduate to Manager** **1984-87 University of Exeter, BSc. Hons. Psychology** | **UX Research**Empathic listeningContextual enquiryMental modellingStakeholder & expert interviewsCompetitor benchmarkingPersona buildUser journey mappingTask AnalysisCard sortingPrototype testingUser storiesUsability testingA/B MVT testingAccessibility evaluationExpert training reviewsPost-launch analytics**UX Design (UXR+)**Affinity MappingInformation ArchitectureUX Copy Adobe XD (Sketch/Figma)UI/HTML/CSS/JavaScriptUX for Voice (Alexa)**UX Strategy (UXR/UXD+)**Problem-space business proposition developmentBusiness analysis / requirements**Owning a Business**Start-up culture / AgileIndustrial product designSupply chain managementRigorous R&D processesRegulatory authoritiesMarketing to expertsLicensing IP (exit strategy)**Brands & Branding**Intellectual property (IP)ProcurementDesign Systems**Sports Marketing**Contract managementPricing analyticsPublic SpeakingWorkshopping**Advertising**Project LeadershipClient/Stakeholder ManagementCompetitor AnalysisStrategic developmentCampaign planningCreative briefing and sellingCopywriting |