JAMES PETERSON UX / Service Designer

CONTACT / LINKS

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UX Portfolio:
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SKILLS / SOFTWARE

User Experience Design:
Figma / Sketch / InVision

Agile Product Management:
JIRA / Trello / Miro

User Research & Analytics:
PostHog / Hotjar

Software Development:
HTML / CSS / GitHub

RELEVANT EXPERIENCE | 8+ YEARS

Staff UX / Service Designer | Piclo (Open Utility Ltd) | Jan 2022 - Now

Responsibilities:
- Own the end to end design lifecycle for a number of key product capabilities including operations, settlement and integrations.
- Maintain an actionable product insights repository to highlight recurring key user problems and potential opportunity areas.
- Line manage and mentor multiple members of the design organisation.

Key Achievements:
- Designed, built and pitched the winning design prototype for the National Grid Local Constraint Market tender. Went on to spearheaded the final design of the product features presented, iterating on them after each release cycle.
- Led the design and implementation of Piclo Flex's Operations and Settlement module. Since 2023 over 68,000 flexibility dispatch events have been facilitated worldwide.
- Undertook the multi-channel end-to-end service design, from scratch, for the National Grid Energy Distribution market integration. This has unlocked 18GWh of availability and 1GWh of scheduled utilisation so far.
- Led the design of Piclo's new over-the-counter marketplace in California. Since the launch in early 2023 it has brought over 50MW of Load Mod capacity to LSEs.

Senior UX Designer | VCCP | Mar 2021 - Jan 2022

Responsibilities:
- Work alongside account managers to determine key requirements from clients across varied industries.
- Creatively solve advertising problems by applying user-centred design principles across multiple digital touch-points.
- Present both research and design work to clients regularly.

Key Achievements:
- Redesigned the Saga holidays booking journey, incorporating a number of improvements that satisfy the broad accessibility needs of their customers.

- Undertook a full UX review of the current KIA web experience and uncovered a number of short and long term UX opportunities.
- Tested a full suite of new tariff tiering design options to inform O2's future product offering strategy.

UX Designer | The Independent (ESI Media) | Oct 2018 - Mar 2021

Responsibilities:
- Build wireframes and/or prototypes for all new product features or changes whilst working closely with UI designers to push design boundaries.
- Lead the conversion rate optimisation work stream within the organisation, utilising a/b tests for on-site subscription ads that improved click through rates across the board.
- Create and maintain a scalable design system to bring consistency across all of ESI Media's products through the use of atomic component libraries.

Key Achievements:
- Took the lead UX role in re-designing the Independent Premium app. Defined brand new information architecture based upon qualitative and quantitative feedback.
- Developed the in-house UX function from scratch. Introduced user centred design practices and demonstrated the importance of qualitative research.
- Acted as UX consultant during the creation of ESI Media's 2019 charity campaign. Provided recommendations on ad placements, payment options and marketing copy.
- Increased the conversion rate of The Independent's premium subscriptions by 1.5% through a re-design of the product landing page and subsequent a/b testing.

UX Designer / Product Manager | Tesco PLC | Sep 2015 - Oct 2018

Responsibilities:
- Conduct in-store and remote user research to understand user frustrations and workflow inefficiencies.
- Deliver R&D trials on-time and within budget. Analyse and evaluate success metrics.

Key Achievements:
- Led the re-design of Tesco's premier in-store colleague application Inform This entailed extensive in-store user research, wireframe building and prototyping.
- Ran a natural language processing trial using IoT devices. This led to a large reduction in operational inefficiencies and empowered colleagues to provide better customer service throughout the store.

EDUCATION / CERTIFICATIONS

BSc, Business Management (2:1):
Nottingham University | Sep 2013

Lean User Experience Design:
General Assembly | Jun 2017

VFQ, Agile Practitioner:
BCS | Feb 2017

Professional Scrum Product Owner:
QA | May 2015

PREVIOUS EXPERIENCE

Product Owner| Respirex
Jul 2013 - Sep 2015

Radio Host | University Radio Nottingham
Sep 2010 - Sep 2013

Operations Coordinator | Respirex
Sep 2009 - Sep 2010