

James Peterson

+44 (0)7943-264-061 | jamespeterson1990@gmail.com |
www.linkedin.com/in/james-peterson | www.jamespeterson.co.uk

Summary

Hybrid Product Designer & Manager with 10+ years of experience leading cross-functional teams to design, build, and scale impactful digital products. Proven success across energy, media, automotive, and retail, including launching AI-powered tools and complex service ecosystems.

Experience

Piclo

Staff UX / Service Designer

London, England

Jan 2022 - Now

- Designed, built, and pitched the winning design prototype for the National Grid's (NESO) Local Constraint Market tender. The partnership between Piclo and NESO has now been extended until January 2027, with the Piclo platform becoming a key tool used in the UK's energy grid control rooms.
- 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 through these modules.
- Led the multi-channel, end-to-end service design for National Grid Energy Distribution's (NGED) market integration, including the deployment of agentic workflows. This enabled access to 18 GWh of availability and 1 GWh of scheduled utilisation flexibility that was previously inaccessible to NGED.
- Led the research and 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 Load Serving Entities (LSEs).

VCCP

Senior UX Designer

London, England

Mar 2021 - Jan 2022

- Redesigned the Saga holidays online booking journey, incorporating a number of improvements that satisfy the broad accessibility needs of their customers. Usability testing feedback quotes included: "it's a doddle", "much easier to use than the existing site" and "more modern looking."
- Tested a full suite of new tariff tiering design options to inform O2's future product offering strategy.

The Independent & The Evening Standard

UX Designer

London, England

Oct 2018 - Mar 2021

- Led the conversion rate optimisation programme, focussing on The Independent Premium upsell touchpoints. One high-exposure prompt saw an 898% increase in click-through rate.
- Redesigned the Independent Premium product landing page. The percentage of users rating the product offering and pricing as "clear" or "very clear" increased from 20% to 100%.

- Took the lead UX role in redesigning the Independent Premium app. iOS App Store ratings improved from 3.2 to 4.4. The premium upsell conversion rate for app users also increased by 23%.
- Worked with third-party Bright Sites to redesign their FLOW CMS platform. Once the platform was rolled out, the time to publish articles across all news desks was reduced by 30%.
- Simplified the Evening Standard's registration form, increasing completion rates by 10% and reducing customer service requests received significantly.

Tesco

Welwyn Garden City, England / Bengaluru, India

Product Manager (Technology Graduate Programme)

Sep 2015 - Oct 2018

- Led the redesign of Tesco's premier in-store colleague application Inform. This entailed extensive in-store user research, wireframe building and prototyping. After release there was a significant spike in app downloads.
- 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 across the store.

Certifications

Lean User Experience Design

General Assembly • Jun 2017

VFQ Agile Practitioner

BCS • Feb 2017

Professional Scrum Product Owner

QA • May 2015

Education

BSc, Business Management • 2:1

Nottingham University • Sep 2010 - Sep 2013

Skills

Technical Skills: Product Strategy, User Research, UX/UI Design, Agile Methodologies, Service Design, Usability Testing, Prompt Engineering, AI Product Design, Agentic Workflow Design, Prompt Engineering, Competitive Analysis, Roadmapping, Video Game Design, Wireframing, Rapid Prototyping, Customer Journey Mapping, A/B Testing, Python, SQL, Stakeholder Management, Design Thinking, Accessibility Design, Human-Centered Design, API Design, OKRs, GTM Strategy, Technical Communication, Mentorship

Tools: Figma, Miro, Trello, Notion, Jira, Microsoft Suite, PostHog, Hotjar, Sketch, InVision, GitHub, HubSpot, Unity, ChatGPT, Gemini, Lovable, Replit, n8n