

Pete Williams

User Experience Designer

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Profile

I'm an enthusiastic and pro-active **User Experience Designer** who makes websites easier to use by discovering how customers *really* think.

With 15 years' experience of designing and developing websites and web applications, I have an excellent understanding of how technology can be used to align the requirements of both the business and the customer.

Objective

I am seeking a new challenge in a customer-centric organisation where I can make the most of my love of UX and my knowledge of user-centred design techniques.

My passion for learning and my involvement in the IA/UX community means that I can continually bring the latest techniques and ideas to the team, ensuring the company is at the forefront of customer experiences.

Skills Summary

Core Skills	Techniques
<ul style="list-style-type: none">• User research• Information architecture• Interaction design• Prototyping• Usability testing• Performance optimisation• Analytical evaluation	<ul style="list-style-type: none">• Stakeholder interviews• User interviews• Heuristic evaluation• Card sorting• IA tree testing• Site mapping• Persona specification• Wireframing• Prototyping• Focus groups• Usability testing• Accessibility testing• Multivariate (A/B) testing• Statistical analysis

Employment History

Bite CP Ltd - User Experience Designer / Web Developer

Apr 08 – Present

Clients include:

*TfL, Oracle, Zoggs,
Asda, John Lewis,
Hitachi, Samsung
and McDonalds*

As the most experienced member of the Digital team at this **Design Week Top 50 agency**, I had a major influence over the running of the department. As such, I introduced a range of user-centred design techniques into the development process. This transformed the agency's output from outdated, static websites for local businesses, to a highly efficient team producing top-quality websites and ecommerce solutions for household names.

Responsibilities and Achievements

- Responsible for conducting **user research** using techniques such as user interviews, search log analysis and focus groups.
- Providing **interaction design** for major ecommerce sites using wireframing, interaction storyboarding and prototyping.
- Planning sites' **information architecture** to develop site maps and labelling schemes using card sorting, data analysis and tree testing.
- Ensuring adherence to the WAI WCAG 2.0 AA **accessibility standards**.
- Interviewing and **recruiting** new team members.
- Planning and implementing **multivariate testing** to evaluate hypotheses and improve conversion rates.

- Running **stakeholder interviews** to establish and prioritise a project's **business objectives**.
- Conducting **usability testing** on both prototypes and live/development websites.
- Monitoring web **analytics** to identify areas of weakness or potential improvement.
- Conducting **competitor analyses** on rival websites to identify the strengths and weaknesses of alternative solutions or new approaches.
- Developed websites and applications using PHP, MySQL at the backend whilst building the front end in **standards-compliant** XHTML, CSS and JavaScript.
- **Trained** both technical and non-technical staff on various web topics across a range of levels.
- Developing user **personas** to help ensure that user research is considered throughout each step of the design process.
- **Optimising web performance** through a combination of frontend, backend and server configuration techniques.
- Worked alongside graphic designers, learning topics such as **typography, layout, and colour theory**.
- Reworked organisational workflow to dramatically **increase quality control**.

Office-Shadow

Apr 05 – Apr 08

Clients include:

RBS, Santander, Boeing, DHL, BP and the NHS.

- Web Developer

My role here saw me undertaking **user interface design** for *Shadow-Planner*, the web-based enterprise-level Business Continuity web application. It was a hugely powerful and technologically advanced application which was reflected in its 7-figure license fee. My time here saw *Shadow-Planner* grow to become the award-winning leader of an increasingly competitive market.

IT Vision Ltd

Oct 04 - Apr 05

- Web Developer

My time at this start-up saw me working on *Parago*, an online asset management and planning system. As one of only two developers, I was largely responsible for the **front-end** of the system, which was coded in PHP and made early use of AJAX to create a **rich user experience**.

Education

Training Courses

2008 - 2009

- **Web Accessibility** (*Webcredible*)
- **Information Architecture** (*Webcredible*)
- **Advanced CSS** (*Clearleft*)
- **Introduction to .Net 3.5** (*JB1*)

Coventry University

2001 - 2004

- BA (Hons) Business Information Technology with E-Commerce – 2.1

Modules studied include:

- Human Computer Interaction
- E-Commerce
- Project Management
- Information Systems

City of London Freeman's School

1990 - 2000

4 A-Levels - Including A in Information Technology

9 GCSEs - Including As in IT and Graphic Communication

As someone with a passion for learning, I am constantly striving to improve my abilities. I follow many UX blogs, discussion groups, and relevant Twitter users to keep up-to-date in an ever-changing industry. Furthermore, I read a couple books a month on various subjects related to user experience design.

I am a member of the **Information Architecture Institute, Interaction Design Association** and the **UX Bookclub**.

Interests

In my spare time I like to spend as much time as possible enjoying life with my wonderful wife and children. I also enjoy cooking, travel and photography as you can see at <http://flickr.com/photos/petewilliams/sets>.