PETE WILLIAMS

SENIOR UX DESIGNER

 Guildford, Surrey

 me@petewilliams.info

 07828 926 361

I'm a user-centred designer specialising in complex digital products and services. With over 15 years' experience of research, design and development in both agency and in-house roles, I've gained an acute ability to balance the needs of users and the business against technological constraints.

RECENT WORK HISTORY

UX DESIGNER at VEGA PROTOCOL · Jan 2022 – Present

Vega Protocol is a Layer 1 blockchain designed to facilitate the decentralised and permissionless creation and trading of financial derivatives. I led the design of 'Console' — Vega's web-based trading platform. This was my second time designing a trading platform, but this time with the added complexity of operating in the Web3 space.

RESPONSIBILITIES INCLUDE:

- Working in a remote, globally-distributed, multidisciplinary team to design a new platform from the ground up.
- Using Figma to create high-fidelity UI designs. Creating interactive prototypes in with HTML, CSS and JavaScript to demonstrate complex interactions and transitions.
- Conducting discovery user research to uncover the user needs of a highly sophisticated and niche target group.
- Submitting pull requests to the front-end repository to make usability and UI enhancements directly in code using React and Tailwind.
- Building a Figma design system to facilitate collaboration and consistency with other designers working on Vega's other Web3 dApps.

UX DESIGNER at VANGUARD ASSET MANAGEMENT · Jul 2021 – Jan 2022

Vanguard is one of the world's leading active fund managers with over $8 trillion of assets under management. I was brought in to work on Vanguard's Personal Financial Planning service — a low-cost, online, financial advice and retirement planning service. The new service was not achieving the volume of sign-ups that were anticipated and I was brought in to help increase the conversion rate.

RESPONSIBILITIES INCLUDE:

- Conducting a full expert review of the existing service, looking at the full breadth of the service from the marketing website to the comprehensive sign-up journey and the extensive documentation it generated.
- Analysing the conversion funnel to find drop-off points and identify opportunities for improvement through user-centred design.
- Reviewing customer service records to find pain points, common errors and reasons people don't sign up.
- Running workshops with product owners, financial planners, developers and compliance officers to review and prioritise proposed high-level solutions for further refinement.

- Working closely with the financial planning team to understand the data requirements and calculations underpinning the service in order to find simpler ways to meet the requirements.

- Proposing an interactive set of eligibility criteria to filter out ineligible users up-front.

- Using Sketch and later Figma to propose high-fidelity designs for the development team to work with.

- Creating a high-fidelity, fully-interactive prototype in Axure to replicate the current service and test out proposed solutions with users as part of a user research programme.

UX DESIGNER at HM Courts & Tribunals Service   Sep 2017 – Jul 2021

I led the design of the Civil Money Claims service — a digital transformation of the Small Claims Court. We set about taking an inefficient, confusing and costly court service and building a faster, simper, fairer successor fit for the 21st century. All whilst working within the constraints of laws that are hundreds of years old.

RESPONSIBILITIES INCLUDE:

- Conducting ethnographic research in courts, judges' chambers, solicitors' practices, call centres, and data processing centres. Gaining insight into a wide variety of users who would all use different parts of our system.

- Using the GOV.UK Prototyping Kit to produce a vast prototype reflecting what may be the biggest digital service in government. With multiple parties passing the case back and forth, forking off in different directions at each turn, there are hundreds of variations of journeys.

- Conducting end-to-end service design across many channels — dealing with journeys that can go from online to offline with paper forms or phone calls to support staff, before moving to a physical court hearing.

- Presenting designs to some of the most senior judges in the country and then fighting the user's case in order to get laws change for a better, fairer experience.

- Running lab-based usability tests with real claimants and defendants.

- Making the process fairer and more efficient for all. For example, we introduced the concept of settlement agreements, which act as an alternative to CCJs — allowing the claimant to get their money back quicker without destroying the defendant's credit rating.

- Making it easier to settle the claim earlier — which is better for the claimant, who gets their money sooner, the defendant who avoids a CCJ, and reduces expensive court time for the government.

- Leading collaboration across the programme — working on a departmental design system, organising and facilitating design crits and encouraging collaboration across teams and other government departments

LEAD UX DESIGNER at IG   Jul 2015 – Jan 2017

IG are the world's leading provider of financial spread betting and CFD trading. I led the design of their new trading platform, replacing the industry-leading predecessor. A vastly complex subject matter combined with an eclectic spectrum of users created a unique challenge.

RESPONSIBILITIES INCLUDE:

- Instigating, managing and eventually handing over a user research programme — running user interviews, usability tests, quantitative research, and performance evaluations.

- Running user needs workshops and sketching sessions with a range of stakeholders from designers and developers to market analysts and trading floor staff.

- Leading the strategic product vision for the platform paradigm, presenting highly technical JavaScript prototypes to the board.

- Solving complicated interaction problems by creating and testing detailed low-level prototypes along with interaction and transition specifications.

- Working in Scrum teams collaborating with developers on design work and also supporting day-to-day activity as we release, evaluate and iterate based on user feedback.

UX DESIGNER at HM Revenue & Customs (HMRC)   Nov 2014 – May 2015

I designed the new Company Accounts and Tax Online service — a digital service allowing small companies to jointly submit their annual accounts to Companies House, and their company tax return to HMRC. The Government Digital Service (GDS) called it the 'most complex government transaction' they had ever seen.

PRINCIPAL UX DESIGNER at SPACE01   Sep 2010 – Nov 2014

Clients included:

Space01 are a user-centred design agency working specifically in the Financial Services sector — including both B2B and B2C channels. I was brought in to strengthen the existing UX team and after working on a number of successful projects was quickly promoted to lead the team.

SKILLS

DESIGN

- User journey mapping
- IA / site-mapping
- Sketching and wireframing
- UI Design in Figma or Sketch
- Prototyping
  - Axure or Framer prototypes
  - HTML, CSS and JavaScript prototypes
  - GOV.UK Prototyping Kit
- Animation specification
- Interaction specifications

RESEARCH

- Stakeholder interviews
- User interviews
- Usability testing
- Workshop facilitation
- Persona specification
- User needs generation
- Data analysis
- Expert reviews
- Competitor analysis
- Card sorting

PORTFOLIO

Available upon request.