Pete Blatchford

Outcome focussed, Lean UX engineer, web standards evangelist and seasoned coder of platform agnostic, semantic markup and scalable CSS.

I'm an agile minded hacker at heart, a born learner, a fast and slow thinker and a self-starter. I believe that delivery is king, simplicity creates value, content is design and that style is substance. I am committed to creating value and consistency through high quality, meaningful product experiences.

EXPERIENCE

Office for Students, Bristol — *UX/UI Consultant (C)*

November 2018 - Present

Contract role supporting the DDaT program at the OfS (higher education regulatory body). Working alongside business analysts and senior civil servants to design and deliver a new platform for HE providers to self manage their communication contacts, apply for degree awarding powers / university status, and to submit statutory returns and documents.

National Trust, Swindon — *Lean UX Consultant (C)*

August - November 2018

Designed and helped build an event management system to MVP. Creation and validation of hypotheses and user stories, journey maps, sketches and functional HTML/JS prototypes. I trained the discovery team in guerrilla testing, contextual enquiry, moderated/unmoderated remote testing, and Sense & Respond test triage.

OVO Energy, Bristol — *UI Lead*

2015 - 2018

Led the design for a SaaS platform to scale cross-functional organisational alignment based on prioritisation of business goals. I built responsive prototypes to communicate concepts with users, engineers and stakeholders, planned, conducted and recorded interviews with dozens of staff including the senior leadership team.

Somo, Bristol — *Senior UX Architect*

2014 - 2015

Somo is one of the UK's largest mobile marketing agencies. Whilst there, I created detailed wireframes as well as initiating and facilitating mobile user testing, I also wireframed, created and tested mobile app and interactive installation prototypes for Audi and designed prototypes for an 72" interactive table.

Apple, London — *UX Architect (C)*

2014

Contract UX Architect on an internal web application for Apple EMEIA finance department. The app was designed specifically for financial controllers and administrators to issue rebates to Apple partners and to monitor education, enterprise and public sector revenue.

CONTACT DETAILS

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EXPERTISE

Mobile First Design

Substantial experience in the analysis, design & implementation of simple, sophisticated and scalable multi-platform products and UI.

Rapid Prototyping

Fast and effective means to communicate and evaluate design options from sketches & click-throughs to hand crafted HTML5, CSS & JavaScript

Heuristic evaluation

Identifying product & service improvement potential through light touch, scientific methodology, experimentation and one to one qualitative research.

SKILLS

- Agile, Scrum & Lean
- HTML5, SCSS, BEM
- Mobile First Design
- Responsive Design
- Design Systems
- Workshop facilitation
- Sketch, Zeplin, Marvel
- Qualitative Research
- Git & CI/CD
- OKR / Data driven goals
- GDPR Trained

LANGUAGES

English (decent), German (basic)

AWARDS

LynoMedia, San Francisco (remote) — *UX Architect (C)*

2012 - 2013 (and 2006-2008)

Working remotely for this San Francisco based agency, I designed and built a performant, mobile first responsive front end for their e-commerce framework.

Citywire, London — *UX Designer*

2010 - 2012

Design system and responsive front-end architecture of 33 international websites. Designed a stock filter that the company has patented, realigned the company's main publication: New Model Adviser and I drafted a resource description framework to improve the interoperability of internal systems.

Gigjunkie, London — *Design Lead*

2008 - 2010

Originally commissioned as Technical Designer to supply a library of interface elements to improve conversion rates. I joined F/T to work on a complete redesign and front-end refactor of this social network for live music fans. I organised regular usability tests, contributed to weekly commercial strategy meetings and worked closely with the design and dev teams at various integration partners including MySpace & Bebo.

University of Portsmouth, Portsmouth — *Academic Tutor*

2005 - 2006

Part time tutoring for first and second year Student Enterprise, I mentored one student through a round of angel investment and played an active role in the development of the Portsmouth Centre for Enterprise. I also contributed toward the Creative Technology course syllabus as a member of the professional advisory board and helped facilitate events for Cambridge MIT's 'Enterprisers' program.

Limeknight, Portsmouth & London — *Founder*

2004 - 2008

Design and front-end build of a content publishing platform I licensed to a small number of clients. As the founder of the company, I sourced and maintained relationships with a diverse range of clientele from both the public and private sector including the NHS, Portsmouth City Council, NESTA, Pioneer Electronics and Warner Brothers Music, for whom I designed and helped to develop a variety of websites, games, campaigns and applications.

Direct Mobile Phones, Farnborough — *Web Designer*

1999 - 2001

I created an e-commerce website for this mobile phone company. Within a few months of launch, we had secured first page rankings on all the major search engines for the most sought after key phrases in the industry including most models of phones and ranked number 1 for the string "mobile phones". The project was an unequivocal success. We had dramatically changed the shape of the business and become one of the most profitable mobile phone retail sites in the UK.

HRD Awards
Innovating through Technology

Mashery API Hackday
First Prize

Microsoft Nokia Game HackDay
Best Mobile Game

Trans-hack-tion
Best Design

EDUCATION

University of Portsmouth
2001 - 2004
BSc Entertainment Technology
First Class with Honors

Farnborough College of Technology
2000 - 2001
Internet Technology Diploma
Distinction

Sandhurst School
1991 - 1996
GCSE
9 x A-C

INTERESTS

- Family
- Home renovation
- Typography
- Music Festivals
- Accessibility
- Electronics
- 5-a-side football
- Good food
- Craft Beer
- Travel
- Wiff waff
- Long term thinking