

PETE WILLIAMS

SENIOR UX DESIGNER

I'm a user experience designer who specialises in digital product design. With over a decade's experience of research, design and development in both agency and in-house roles, I've gleaned an acute ability to balance the needs of users and the business against technological constraints.

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RECENT WORK HISTORY

LEAD UX DESIGNER at IG

2015–Present

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)

2014–2015

I designed the new Company Accounts and Tax Online service - an online service for 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.



RESPONSIBILITIES INCLUDED:

- Liaising with senior stakeholders to balance complex subject matter and restrictive legislation against the needs of inexperienced users
- Working with a multidisciplinary Scrum team - both on-site and remotely
- Rapid prototyping using HTML and CSS to the GDS standards. Successfully passing the stringent GDS assessment.
- Planning and facilitating biweekly usability tests and research sessions
- Liaising with designers at HMRC, GDS, and other government agencies ensuring consistent experience across government departments

PRINCIPAL USER EXPERIENCE DESIGNER at SPACE01

2010–2014

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.



NOTABLE PROJECTS INCLUDED:

- Redesigning a leading investment and insurance provider's adviser platform — working closely with a team of subject matter experts and a research panel of financial advisers
- Creating an innovative and simple interface for an adviser-facing quote-and-apply system for complex multi-benefit life insurance and protection products
- Using a wide range of research and analysis techniques on a vast amount of data and research participants to develop a rich set of personas for a large banking group
- Designing an iPad app that visually explains a protection provider's unique and complex products to financial advisers, allowing them to make informed recommendations
- Designing and building an HTML prototype of a needs-analysis tool to be used by an insurance company's call centre advisers



SKILLS

RESEARCH

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

DESIGN

- User journey mapping
- IA / site-mapping
- Sketching
- Wireframing
- Prototyping
 - Axure or Framer prototypes
 - HTML/CSS & JavaScript prototypes
- Animation specification
- Interaction specifications

PERSONAL LIFE

With six young children, my spare time is largely spent playing with Lego and My Little Ponies. Other than that, I'm usually out in the garden cooking with smoke and fire using my collection of wood-fired ovens, smokers and BBQs.

PORTFOLIO

Accompanying portfolio available at <http://portfolio.petewilliams.info> (PDF)