

# Pete Blatchford

A highly empathetic user-experience engineer, web standards evangelist and seasoned coder of platform agnostic, semantic markup and scalable CSS.

I'm a hacker at heart, a born learner, a fast and slow thinker and a self-starter. I believe that simplicity creates value, that content is design and that style is substance.

I am committed to understanding motivations and mental models in order to create rich and meaningful user experiences that inspire and delight.

## EXPERIENCE

### OVO Energy, Bristol — *UI Lead*

2015 - 2018

Helped design a platform to enable cross functional alignment at scale based on prioritisation of business goals. I conducted and recorded user interviews, built responsive prototypes, deployed front end code to production (and peer-reviewed others), designed metric based performance visualisations, designed a taxonomy for goals, took part in design sprints

### Somo, Bristol — *Senior UX Architect*

2014 - 2015

Somo is the UK's largest independent mobile marketing agency. Whilst there I ran UX workshops, performed content audits, created detailed wireframes for clients and staff as well as initiating and facilitating mobile user testing. Based on detailed specifications, I wireframed, created and tested prototypes for 2 Audi mobile apps and 2 interactive installations, designed touch UI prototypes for an interactive table and mapped customer journeys for Very.co.uk

### Apple, London — *UX Architect*

2014

UX & UI design lead on an internal web application for EMEA. 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.

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

2012 - 2013

Working remotely for this San Francisco based marketing agency, I designed and built a responsive front-end for their e-commerce framework with over 10,000 products in 23 categories

### Citywire, London — *UX Designer*

2010 - 2012

Design and 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 drafted a resource description framework to improve the interoperability of internal systems.

## CONTACT DETAILS

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## EXPERTISE

### Mobile First Design

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

### Heuristic evaluation

Identifying design improvements through methodical planning, experimentation and one to one qualitative research.

### Rapid Prototyping

Fast and effective methods of communicating and evaluating design options from sketches & click-throughs to hand crafted HTML5, CSS & JavaScript

## ADVANCED SKILLS

- Responsive Design
- Sketch, Zeplin
- HTML5, SCSS, BEM
- Data visualisation
- Agile, Scrum & Lean
- Qualitative Research

## AWARDS

### HRD Awards

Innovating through Technology

### Mashery API Hackday

First Prize

### Microsoft Nokia Game HackDay

Best Mobile Game

### Trans-hack-tion

Best Design

## **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.

## **LynoMedia, London — Web Designer**

**2008 - 2009**

UI Design, branding and conversion optimisation for the finance and travel sectors.

## **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, 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 the 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.

## **EDUCATION**

**University of Portsmouth**

**2001 - 2004**

Entertainment Technology  
*First Class with Honors*

**Farnborough College of Technology**

**2000 - 2001**

Internet Technology  
*Distinction*

**Sandhurst School**

**1991 - 1996**

GCSE

9 x A-C

## **INTERESTS**

- Family
- Home renovation
- Craftsmanship
- Typography
- Popular science
- Music Festivals
- Movies
- 5-a-side football
- Good food
- Travel
- Wiff waff

## **LANGUAGES**

English (decent), German (basic)