

Pete Blatchford

Outcome focussed, Lean UX designer, web standards evangelist and seasoned front end coder of platform agnostic semantic markup and highly scalable CSS.

I'm a 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 help agile teams create value by aligning business goals with high quality, meaningful product experiences.

EXPERIENCE

Clarks, Street — UX Consultant (contract)

October 2019 - November 2019

Short contract to research and design the Clarks M.I. platform for ExCo and SLT.

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

November 2018 - October 2019

Contract role supporting the DDaT program at the OfS (Higher Education regulatory body). I collaborated with developers and senior civil servants to design a platform for HE providers to self manage their communication contacts, apply for degree awarding powers / university status, and to submit statutory returns & documents.

National Trust, Swindon — Lean UX Consultant (contract)

August - November 2018

Designed and built an event management system MVP. I created and validated hypotheses and user stories, journey maps, sketches and highly functional 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 mobile first 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 (contract)

2014

Contract UX Architect on an internal web application for Apple EMEA 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

m: 07970 709 979

e: pete@limeknight.com

w: limeknight.com

EXPERTISE

Lean UX & Product Management

Realising product & service potential through a structured methodology based on hypothesis, experimentation and qualitative research.

Rapid prototyping

Fast and effective means to communicate and evaluate design options; from sketches & click-throughs, to either bootstrapped or bespoke HTML, CSS & JavaScript.

Mobile first design & development

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

TOOLS & SKILLS

- ★ Agile, Scrum & Lean UX
- ★ OKR / Data driven goals
- ★ HTML5, SCSS, BEM
- ★ WCAG (AAA Accessibility)
- ★ Mobile First Responsive Design
- ★ Design Systems
- ★ Qualitative Research
- ★ Workshop facilitation
- ★ Sketch / Zeplin
- ★ Webflow
- ★ Airtable
- ★ Memberstack
- ★ Lookback
- ★ Typeform
- ★ Marvel / Invision
- ★ UsabilityHub
- ★ Optimal workshop
- ★ Git & CI/CD
- ★ GDPR Trained

LynoMedia, San Francisco — UX Architect (remote contract)

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, Playing an active role in the development of the Portsmouth Centre for Enterprise, I contributed to 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

Designed and built 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 UK mobile phone retail sites.

AWARDS

HRD Awards 2017

Winner - Innovating through Technology

Mashery API Hackday 2013

First Prize

Trans-hack-tion 2013

Best Design

Microsoft Nokia Game Hack 2012

Best Mobile Game

EDUCATION

University of Portsmouth

2001 - 2004

BSc Entertainment Technology

First Class Honors

Farnborough College of Technology

2000 - 2001

Internet Technology Diploma

Distinction












Sandhurst School

1991 - 1996

GCSE

9 x A-C

INTERESTS

-  Family
-  Home renovation & DIY
-  Long term thinking
-  Making
-  Music Festivals
-  Electronics
-  5-a-side football
-  Good food
-  Craft Beer
-  Travel
-  Ping Pong