

**PETE LONSDALE**    petelonsdale.co.uk

South Ferriby, North Lincolnshire

An interaction designer and usability professional from North Lincolnshire, UK with over 20 years experience. Digital is my passion but I am well versed in branding, print and service design. I love building, designing and prototyping digital products with Accessibility, User Centered design and User Experience techniques as a focus.

## EXPERIENCE

**2006 - present**

**petelonsdale.co.uk**

**Freelance designer**

Interaction design, User Experience and UI for many different clients across many different industries

**2017 - 2018**

**Victoria Plum**

**Interaction Design Lead**

Interaction design lead for the in house team at Victoria Plum. Working hand in hand with the UX team to validate ideas through user testing and prototyping and defining a clear UI and interaction experience for the website.

**2015 - 2017**

**Sky Betting & Gaming**

**Interaction Design Lead**

Interaction design manager for the Gaming products Vegas, Bingo, Casino & Poker. Leading a team of multi disciplined designers to push features and visual design using user centered design as a principle.

**2012 - 2015**

**Technophobia/G2G3 Digital**

**Interaction Design Lead**

Responsible for the management and development of a team of 5 designers. Advocate of all aspects of front end development and visual design.

**2003 - 2006**

**Ebuyer**

**Lead designer**

In charge of a team of 4 other designers, I was responsible for the design and implementation of new websites, new functionality, promotions (both print and web based) and general site maintenance.

**2000 - 2003**

**Sky Sports**

**Senior designer**

Conception of new websites (design and build), games and promotions, liaising with clients, pushing standards and accessibility guidelines.

**1998 - 2000**

**UK Web World**

**Website designer**

Design and build of new websites, marketing promotions, games and downloads.

**1996 - 1998**

**ITITC**

**Website designer**

Conception of new websites, liaising with clients, training and supervision of 12 New Deal volunteers

## SKILLS

HTML 5

CSS 3

SASS/Less

Prototyping

Wireframing

Sketch

InVision

Google Optimise

Axure

Creative suite

User centered design

Interaction design

User experience

Client workshops

Service design

UI/Visual Design

IA

Usability Accessibility