

An interaction and service design professional from East Yorkshire, UK with over 25 years experience. Digital product design and prototyping, workshop facilitation, stakeholder engagement, full end to end service design. I love building, designing and prototyping digital products with Accessibility, User Centered design, User Experience and GDS techniques.

HIGHLIGHTS

Jan '20 - present Department for Work and Pensions Contract - Service and IxD Design

Service and Interaction design across a variety of citizen and agent facing services within the DWP. Service blueprints, user journeys, interactive prototypes, UCD design thinking in an agile environment.

Jul '19 - Dec '19 Department for Education Contract - IxD/User Research

Working to take an existing service into Public Beta. Developing ideas from a backlog into testable prototypes and tracking user feedback and engagement.

Apr '19 - Jul '19 Department for Work and Pensions Contract - Service Design

Service design working on a range of projects across Identity Verification. Working with and mapping services across the DWP landscape from within Identity and Trust.

Oct '18 - Apr '19 Department for Education Contract - IxD

Interaction Design contractor for a new Alpha project within the DfE. Working with a team of Service Designers, User Researchers and Data Analysts alongside other government departments and senior stakeholders in an Agile environment. Making extensive use of the Prototype Kit and GDS design principles and guidelines.

Aug - Oct '18 twentysix Contract - UX/Service Design

UX consultant for a variety of projects and clients, working on research, wireframes, remote card sorting and expert heuristic reviews. Involved heavily with multi-skilled teams made up of content writers, designers and project management.

Jun - Aug '18 Nimble Approach Contract - IxD

Interpreted wireframes and visual design into front end HTML templates and created a Design System for a new project. Worked closely with stakeholders and developers in an agile environment following weekly sprints.

2006 - present petelonsdale.co.uk Freelance designer

Interaction design, User Experience and UI for many different clients across many different industries including, Smith & Nephew, Mamas & Papas and Ministry of Sound. Creating user flows, conducting user research and journey maps, interactive prototypes and HTML templates. Strong focus on micro interactions around complex systems.

Jul '17 - May '18

Victoria Plum

Interaction Design Lead

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. Involved in the full process, from UX research, A/B testing and User Testing through to design and implementation, working in an Agile environment. Managing stakeholders and mentoring colleagues in all aspects of design thinking.

Sep '15 - Jul '17

Sky Betting & Gaming

Interaction Design Lead

Interaction design manager for the Gaming products Vegas, Bingo, Casino & Poker. Leading a team of multi disciplined designers in an Agile working environment to push features and visual design using user centered design as a principle. Managing stakeholders, writing and conducting User Testing sessions as well as speaking at hosted events in Leeds.

Mar '15 - Sep '15

Wren Kitchens

Interaction/UX Design Lead

Responsible for the management and development of a team of 2 designers in a semi Agile environment. Responsible for the UX and Interaction design for customer facing and internal services. Stakeholder management, Research, prototyping and user testing.

May '12 - Mar '15

Technophobia/G2G3 Digital

Interaction Design Lead

Responsible for the management and development of a team of 5 designers in a fully Agile digital agency. Involved in all aspects of front end development and visual design as well as being hands on with UX techniques. Involved in GDS work as part of the DVSA project.

May '03 - May '06

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.

Jan '00 - May '03

Sky Sports

Senior designer

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

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

User research