

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.

HIGHLIGHTS

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.

2017 - 2018

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.

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 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.

2012 - 2015

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.

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.

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