

# Peter Ford

## Digital Product Designer



### Profile

I've just completed my final year studying Product Design & Technology @ Loughborough University. I am a driven and versatile product designer capable of producing engaging and intuitive user experiences, as well as crafting elegant and bespoke visual designs.

### Experience

#### User Experience Design Intern

July 2017 - Sept 2017  
ASOS

Summer internship working within an in-house user experience team, focussed on providing the best online retail / fashion experience across IOS, Android and Web platforms. Strong exposure to user research and in-depth user testing to provide a user-centric approach for the twenty-something target market.

#### User Experience Design Intern

June 2016 - June 2017  
IBM iX

Placement year at the largest digital design agency in the world in a user experience design role. Working for clients such as Centrica, First Direct, Vodafone and Severn Trent Water. Experience incorporating pioneering technologies such as Watson AI and blockchain into digital excellence projects.

#### Freelance UI Designer

2014 - 2015  
VARIOUS CLIENTS

Created modern and intuitive IOS and Android app designs for a wide range of customers on Fiverr.com. Also designed logos and created branding devices for particular customers, whilst also producing professional app mockups that could be displayed on the App Store or Google Play.

### About Me

#### Personal Skills

Fast Learner  
Dedicated & Motivated  
Organised  
Team Player  
Adaptable

#### Hobbies & Interests

Golf - 6 handicapper  
Designing Apps/Websites  
Christopher Nolan films  
Tame Impala music  
Drone photos and videos

### Education

**Product Design & Technology BSc** | 2014 - 2018  
LOUGHBOROUGH UNIVERSITY

Achieved a first (75%) in first and second year. Completed a Diploma in Professional Studies. Looking to achieve a first class honours overall.

**A-Level & GCSE Qualifications** | 2007 - 2014  
SANDBACH SCHOOL

First XI hockey captain, Head Boy team member. GCSE results (6A\*, 3A, 1B). A level results in Product Design (A), Geography (A), Physics (C) and AS Business (A).

### Tech Skills

Sketch	SolidWorks
Basic HTML/CSS	Invision
Photoshop	Axure RP
Illustrator	
InDesign	
AfterEffects	