



Peter Hazell: Principal Product Designer.

Hello I'm Peter Hazell, born 21.03.1984. Love to ski & watch rugby. I am married, a husband for 8 years and father of two little girls for 4. I live near Brighton, UK. I also drink lots of coffee!

Before a BA (Hons) in Visual Communication from Brighton University I embarked on a few ski seasons and travelled extensively. Having secured an HND in physiotherapy I decided to search for a more creative skillset on which to build a career.

Who am I professionally?

I have been a Principal Product Designer for the last 2 years, with Senior and Lead Designer roles for the 6 preceding years.

My design journey started 15 years ago in a marketing agency, progressing through e-commerce businesses, subscription websites and in the travel industry. The last 4.5 years designing geospatial, project management and risk alerting tools [using AI/LLMs] to create great experiences for our users. During this period initially working for Watchkeeper International who were acquired by Dataminr Pulse, a larger US platform to integrate our product into theirs, securing the position of Principal Product Designer.

Working as an individual contributor, leading smaller sprint pods, mentoring other members of the design team, building and maintaining the design system, alignment of UX/UI patterns and keeping a user centered design approach to all that we produced working towards the goals of our business strategy.

The last two years working as an individual contributor on two large integrations:

1. Geospatial module that had to be implemented into Dataminr Pulse app helping provide seamless journey's from our Feed module so users could either monitor here or investigate further after seeing an unfolding event discovered in the Feeds. Lots of challenging problems requiring solution to provide the best possible experience for our users.
2. The next big project was coined Risk Management which enabled the Dataminr Pulse app to offer an end to end solution for Crisis and Risk management. Users were able to work from planning and monitoring use cases all the way through to reacting and collaboration without leaving the app. This upgrade enabled the company to secure big contracts in the 4th quarter of the sales cycle.

Whilst working on the above I also led a visual redesign of the app and implemented a new design system. I was given multiple projects to work through from the discovery phase (UCD process), all the way to final engineered and shipped solutions.

Day to day I would meet teams for scrums and catchups, not to micromanage but to be a sounding board to support and facilitate the resolution of any blockers and fires or simply support conversations and just general q&a's.

I work remotely across timezones and pride myself in active listening and good communication skills. I use Miro, Figma, Slack, Photoshop, Illustrator, Indesign and the Google Suite to keep the machinery oiled daily. Bigger white-boarding (any ideas welcome) and high level concept meetings across teams to keep our fully remote team motivated through fun working sessions and online beers, takeaways and film nights/afternoons, these are organised by me and other team members.

I am now on the lookout for my next venture! If I was able to ask for one thing from my next position it is that it would absolutely make the user the centre of the product story. To continue problem solving through design work with excited and motivated people is at the core of my philosophy.

Thank you for taking the time to read and I look forward to receiving your feedback.

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Creative problem solving through design thinking.

BA HONS

Visual Communication

Competency

Information Architecture	★	★	★	★	★
User Experience	★	★	★	★	★
User Interface	★	★	★	★	★
Interaction Design	★	★	★	★	☆
Branding	★	★	★	☆	☆
Print Design	★	★	★	★	★

Tools

Photoshop	
Illustrator	
Indesign	
After Effects	
Experience Design	
Figma	
Sketch	
Invision	
HTML/CSS	
Pen & Paper	

Remote working tools

Slack	[5/5]
Google Docs	[5/5]
Google Sheets	[5/5]
Google Slides	[5/5]
Trello/Jira	[5/5]
Miro	[5/5]

Experience in

User Centered Design	✓
User Research & Testing	✓
Working with Multi Disciplinary Teams	✓
Working Startups & Larger organisations	✓
Engineering ready design	✓
Vision design	✓
Leading Teams & Mentoring	✓
Love Design, Experimentation & Learning	✓
Fully Remote	✓

Jun 2021 - Present

Principal Product Designer

PROJECT: DATAMINR INC

After being acquired by Dataminr on the premise I (and our Lead Engineer) would go over with the acquisition I continued to work in the Critical Event Management space. During this time I would be integrated into their design team answering to the Design Director and being responsible for mentoring, driving the product forward and helping manage sprint pods with the product managers across the US, UK & Denmark. Ensuring concepts and implementation were consistent across 3 product platforms whilst adhering to the design systems. Also ensuring that all the user problems worked on to improve their experiences were aligned with the Dataminr business goals.

Jan 2020 - Jun 2021 [acquisition]

Lead Product Designer

PROJECT: WATCHKEEPER INTERNATIONAL

I was employed to design the platform from scratch (as well as the marketing design for print and web) with the founders (CEO and CTO) and the Lead Engineer . I researched and identified problems through stakeholder talks and user research in this data heavy complex industry of Critical Event Management. User research, lo-fi to hi-fi mock-ups to validate independently and collaboratively. User test, reiterate and handover prototypes. Help implement and set up review pipelines for exact implementation of shipping the app.

Dec 2016 - Dec 2019

Creative Director/UX & UI Designer

PROJECT: WOBBLGATE

I had complete creative direction at Wobblegate. Helping navigate the brand in the craft drinks market. I researched and identified business and design problems, helping craft the visual message to communicate with the consumers. Created four brands under the Wobblegate Orchards name. Also being involved in the creation and build of a taproom. Designed the whole digital and print presence, also a successful e-commerce store and email strategy.

Jun 2016 - Dec 2016

Lead Product Designer

[6 MONTH CONTRACT FOR REDESIGN]

PROJECT: VIDADOS

I was brought on to research and identify problems through stakeholder talks and user research on an e-commerce activity led travel website. Creating lo-fi to hi-fi mock-ups to validate independently and collaboratively. Build test and handover prototypes and help implement and set up review pipelines for exact implementation.

Sep 2014 - Jun 2016

Lead Product Designer

PROJECT: EARLYBIRD SNACKS

Research and identify problems through stakeholder talks and user research on a subscription website. Creating lo-fi to hi-fi mock-ups to validate independently and collaboratively. Build test and handover prototypes and help implement and set up review pipelines for exact implementation.

May 2014 - Sep 2014 | UX/UI CONTRACTOR @ YOPA

Apr 2012 - Sep 2014 | FREELANCING @ MULTI PROJECTS

Apr 2010 - Apr 2012 | DESIGNER @ SCS MARKETING

Mar 2007 - Apr 2010 | DESIGNER @ BUNZEL VENDING SERVICES