Hi, I'm **Peter Astbury**
Senior Product Designer

About me

I am a Senior Product Designer with 7 years experience in UX & UI searching for a role designing products that people love.

As Designer & Founder of a wearable health product and business, I combine design rigour and commercial understanding to deliver work that delights users and achieves business outcomes.

I am a highly collaborative person and put the user at the centre of all my design and research processes.

I am an avid tennis player having been a coach in my early 20s. I also love to ski, windsurf and look after my growing jungle of house plants!

Recognition

Design chosen by leading design magazine 'Dezeen' as one of "10 Most Forward-Thinking Designs Created For Women"

Invited to World Usability Congress to present Design System from The Telegraph Media Group designed in 2016.

D&AD Impact Awards - Shortlisted (2018)

James Dyson Award - National Runner Up (2017)

Loughborough University 'Entrepreneur of the Year' (2020)

AXA Health Tech & You Awards - Winner (2018)

BioCity business accelerator - Winner (2020)

Santander Universities Entrepreneurship Awards - Semi-Finalist (2019)

Morgan Innovation and Tech Prize - Finalist (2019)

WorldLabs Elevating Ideas - Top 10 finalist from 600+ entries (2018)

MIAT Prize - Shortlisted (2018)

Loughborough University Nominee for RSA Student Design Awards (2017)

Get in touch

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LinkedIn
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Experience

Jul 2017 - Sep 2023 (5y 2m)
Designer & Founder
Astinno Limited - *1 day per week*

I established Astinno to build Grace, the first product of its kind on the market. Grace is an award-winning wearable health product designed to automatically detect and counter hot flushes for women in menopause.

- *Leadership:* solo founder, won international pitch competitions and led product R&D, winning £360k grant from Innovate UK with first application.
- *Problem definition, user research and empathy:* organised/executed study with 89 women on complex topic, synthesising research to define clear user goals.

Jan 2023 - Jun 2023 (5m)
Senior Product Designer
Beamery Inc. - *contractor*

Designed B2C and B2B recruitment software products for multiple user types at this London scale-up company.

- *Innovation and creativity:* designed valuable solutions for job seekers, harnessing AI to summarise and personalise job descriptions. Validated in low-fidelity.
- *End-to-end ownership:* led design in agile team at all stages of product development (problem discovery to build, and design QA to ensure quality), working seamlessly with product manager and involving engineers to ensure feasibility.

Oct 2018 - Dec 2022 (4y 2m)
Senior Product Designer
Babylon Health - *permanent (promoted from Product Design contractor in Oct 2020)*

Responsible for design of complex product area relating to new operating models for clinicians (responsive web and native mobile applications).

- *Adding business and user value:* Responsible for consumer facing design of brand new Behavioural Health (therapy) service in the US. Designed in iterations (all built) to bring maximum business value as soon as possible - led to 37% increase in self-service.
- *Accessibility:* Led design of responsive web product to compliment mobile app, and proactively designed features for screen reader optimisation.
- *Design systems:* Directly contributed to Design System across mobile iOS/Android apps and web.
- *UI:* Designed interface for support agents to complete complex scheduling tasks. Planned and moderated research, validating hypotheses and iterating for build.
- *Prototyping:* Produced, tested and iterated on multiple high-fidelity interactive Figma prototypes.

Jul 2017 - Oct 2018 (1y 3m)
Product Designer
WifiCleaner - *contractor*

Responsible for all UX & UI design and user research at a WiFi optimisation startup taking their native mobile app from pre-release to launch.

Sep 2015 - Sep 2016 (1y)
UX Designer
Telegraph Media Group - *intern*

Complex projects: Re-designed homepage and collaboratively took company's first 'Freemium' strategy from problem discovery to developer hand-off, resulting in 300% increase in subscriptions.

Education

Sep 2013 - August 2017
Loughborough University
Industrial Design & Technology (BA Hons)

First Class Honours with Diploma in Professional Studies. Included UX Design, Design Research and dissertation on user privacy attitudes towards data usage by companies.