

Hi, I'm **Peter Astbury**, a product design leader

About me

I am a Product Designer with 9 years of experience designing products that people love. I combine design rigour and commercial understanding to deliver work that delights users, achieves business outcomes and motivates teams. I am a highly collaborative person and put the user at the centre of all my design and research processes. Outside work 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!

Education

Loughborough University

BA Industrial Design & Technology
First Class Honours with Diploma in Professional Studies (2017)

Recognition

Invited to speak at World Usability Congress showcasing work on Design System from The Telegraph Media Group

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

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

Email

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LinkedIn

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Experience

Oct 2023 - Present (2y 2m)

Senior Product Designer

ClearScore

Led design of Open Banking, Credit Cards and Loans marketplace experience for global credit app with over 24mn users, delivering standout user growth and driving GTM transformation across Credit Cards and Loans

- *Line management of two product designers*: supported their development with coaching techniques and finding growth opportunities resulting in high performance ratings; mentored senior content designer in UI design foundations.
- *Scaled Open Banking user base to record high*: designed bank account relinking user experience with usability testing and multiple iterations designed & built.
- *Innovation & conversion in marketplace*: led design of rapid optimisations for Credit Cards & Loans proving ability to increase OB-connected offer viewers, 'apply' clicks and offline offer viewers.

Jul 2017 - Sep 2023 (5y 2m)

Founder & Director

Astinno Limited (part-time)

Created *Grace*, a world-first invention and 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*: facilitated 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)

Led design of B2C and B2B recruitment software products.

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

- *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 for home 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 launch, resulting in 300% subscription increase.