

Pete Randall

Product Designer

15+ years as an IC designer specialising in growing early-stage companies. I enjoy end-to-end ownership, from working out what to build and why, all the way through to shipped features. I'm a hands-on builder who uses AI tools to move quickly, thoughtfully and without sacrificing craft.

2021 – NOW

Founding Designer **evidenced**

- Part of the founding team shaping strategy and building the product, brand and growth engine.
- Created and owned Evidenced's brand identity, powering consistent delivery across product, sales & marketing.
- Redesigned the marketing site, growing organic traffic 3000% and converting an inbound reader at E.ON UK into a key enterprise customer.

2015 – 21

Founding Designer **trail** ACQUIRED

- Joined as founding designer at pre-seed; shaped the product through 30x revenue growth and acquisition by The Access Group.
- Built Trail's first design system and a Webflow marketing site that opened up self-service sign-ups.

2014 – 15

Experience Design Director R/GA

- Delivered product strategy and execution for brand new digital services for Dyson, Turkcell and Unilever.

2010 – 14

Senior UX Architect **OstModern**

- Expanded my skill set by learning design best practices from industry experts and worked on projects for brands including ITV, Arsenal and EE.

2007 – 10

Developer PRELOADED

- University placement year followed by a full time role developing sites for brands like GAP, Channel 4 and the BBC.

2005 – 09

BA Hons Computer Informatics (1st) University of Plymouth

ADDRESS

Brighton, UK

MOBILE

(+44) 7545 335310

EMAIL

pete@peterandall.com

LINKEDIN

peterandall1