

# Peter Buckingham

Hong Kong & United Kingdom

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## SUMMARY

A veteran **UX product design expert, CX strategist and people manager**. Responsible for **delivering intuitive and effortless solutions** that **expertly balance users' needs, business goals and project technology constraints**.

A proven track record of creating **innovative, user-focused and award-winning consumer experiences for 90+ smart devices** (with over 150 million devices sold) - **always on schedule and within budget**.

A **passionate and proactive problem-solver** with a strong empathy for users and cognitive pain points. **Over 17 years' experience working for industry-leading international blue-chip companies** such as Sony & Vodafone.

## EXPERTISE

- User Experience Design & Strategy
- Product Development & Planning
- People Management & Coaching
- UX Project Planning & Management
- User Interface Design & Architecture
- Service Design & Customer Experience
- Visuals & Asset Design Management
- Usability Testing & User Research
- Agile & Lean UX Methodologies
- Copywriting for apps/web/packaging
- Packaging and Collaterals Design
- Agency & Supplier Management
- Benchmarking Competitor Products
- GTM & Press Release Support for UX
- UX/App Analytics & NPS Feedback
- Smart Device Component Expertise
- High EQ, User Psychology & Empathy
- Problem Solving & Creative Thinking

## PROFESSIONAL EXPERIENCE

### CX Architect & Director / Sun Life Financial (Asia)

September 2020 - Present, Hong Kong & SE Asia Region

### Product UX Director & Founder / Deus UX Machina

January 2020 - September 2020, Hong Kong & UK

- A self-established **user experience, product design and usability consultancy for smart devices**.
- Projects included **UX support/hygiene improvements for Fitness and Personal Safety IoT products**, as well as support for the **IA/UI flow design for a personal devices insurance portal** (app/web).

### Principal User Experience Manager / Vodafone Group

December 2008 - December 2019, Hong Kong & Düsseldorf Germany

#### ROLE RESPONSIBILITIES

- **Head of the Vodafone Designed Smart Devices UX Team** and responsible for **line management and personal development of 9 resources** based in Hong Kong, Shanghai and Düsseldorf over 11 years.
- Full autonomy and direction of the **user experience strategy, visual design, and customer experience journey**, as well as the associated **UX customisation project planning, product management, pre-release exploratory testing** and related post launch SW maintenance improvements.
- Hands-on responsibility to coordinate and manage **concept workshops, agile design sprints, usability testing, UI requirements, and ODM software implementation management** in China.
- **Closely cooperated with product management, product planning, go-to-market and technical teams** to develop key software features to be used in global and local segment-based marketing campaigns.
- Core UX product development consists of **Smartphones, Tablets, Feature Phones, IoT and Smart Home**, as well as ODM device **UX analysis, hygiene improvements and competitor benchmarking**.
- Responsible for implementation, management, and analysis process for the **on-device (Google) analytics**, as well as development of the innovative direct **user feedback/NPS rating preloaded app**.
- **Proprietary UX solutions for innovation projects** have included a **Smart TV Box** for Emerging Markets, **Android VR headsets, accessibility phones** for seniors, **Facebook branded QWERTY phones**, ultra-low cost and solar-powered phones for Africa, and **NFC Tags for Smart Home/IoT**.
- In addition to **UX hygiene improvements**, my team was also responsible for innovative, useful and **revenue-driving USP software solutions** such as **parental controls, accessibility improvements, safety functions**, in-store demo modes, as well as **best-in-class camera features (see portfolio)**.

#### ROLE EXPERIENCE

- Many years' experience **remotely managing resources, teams and vendors in multiple countries**.
- Skilled in both **supporting and persuading key stakeholders and senior management** across multiple departments in a large organization, with **executive-level presentation and communications skills**.
- A **key participant in the quarterly vendor selection process**, with an in-depth **knowledge of smart device components and roadmaps** for chipsets, camera components, touch screen technologies etc.
- **3rd party agency management** for application development, translations, visual assets & collaterals.
- Regular **on-site UX implementation management of vendors** such as Huawei, Lenovo, TCL & ZTE.
- Highly experienced in creating both **system and app based UX customizations for Android (& Go)**.
- UX optimisation for **network requirements such as FOTA, 5G, VoWiFi, VoLTE and RCS, GDPR** etc.

#### ROLE ACHIEVEMENTS

- End-to-end UX design and development for **over 70 award-winning devices**, with average NPS of +20.
- **100+ million devices sold in 30 countries** (#3 in store), with an average return rate of less than 2.5%.
- **100% track record delivering UX customisations on time, budget and quality** (zero issues at launch).
- **Created an agile and lean user-centered design methodology** that is supported by style guides, segment-based insights, device-based analytics, **direct user feedback & regular usability studies**.
- **Built up a customer-centric business orientated design team of 9** internationally located resources.
- Responsible for the concept and development of **award-winning sustainable device and accessory packaging**; 100% recyclable/made from 80% recycled materials, with **savings over \$1 million USD**.
- Jointly developed **award-winning icons and visual assets** for use in apps and packaging collaterals.
- **7x Vodafone IPR patents** raised for features such as Smart Touch, Eye Safety & Simple Notifications.
- **Directly negotiated the preloading of 3rd party apps** with companies such as Dropbox and Microsoft to support UX propositions, with additional benefits for customers (and revenue share for Vodafone).
- **Co-developed the UX for a touch-based smart feature phone OS** called 'Cosmos' with MediaTek.
- **Directly supported the Google Android Go Team** with low cost smartphone UX dev and requirements.

## EDUCATION

- **Cognitive Psychology** (Extension, B+) Jan - April 2020, UC Berkeley, USA
- **B.A (Hons) Design Practice** (Graphic Design) - 1st Class Honours 1997 – 2000, University of Salford, UK
- **BTEC Graphic Design** - Distinction 1994 -1997, Wirral Met College, UK

## TRAINING

- **Advanced Leadership** 2018 - Vodafone Enterprise, Singapore
- **Agile User Experience** 2015 - Spotless Training, UK
- **Managerial Decision Making** 2014 - HKUST, Hong Kong.
- **Effective Negotiations** 2013 - HKUST, Hong Kong.
- **QMS Auditor for ISO 9000** 2012 - Vodafone Offices, Hong Kong
- **RUP Project Management** 2008 - Sony Ericsson Mobile, UK
- **Web & Multimedia Design** 2000 - Manchester Met University, UK

## TECHNOLOGY

- **Mobile OS Development** Android/Go, Kai OS, Linux, iOS, Brew, Feature Phones, Symbian UiQ/90/40.
- **Design & Ideation Tools** Pen & Paper, Photoshop, Illustrator, XD, Figma, Invision, Photography.
- **Productivity & Management** MS Office, MS Project, Google Analytics, Slack, Mural, Miro, Visio, Prezi, SAP, HP Quality Centre.

## RECOGNITION

- **Award: Vodafone Retail Widget** June 2018 Indigo Award
- **Award: Vodafone Iconography** Sept 2016, Indigo Award
- **Award: Sustainable Packaging** Nov 2015, 2x Red Dot Awards
- **Award: Webbox TV Box for Africa** Oct 2014, Plus X Ease-of-Use Award
- **Awards: Smartphone of Year (x12)** 2004 – 2019 (see LinkedIn profile)
- **9 x Registered IPR Patents** 2005 - 2018 Vodafone & Sony Ericsson
- **Guest Lecturer at HK Poly University** 2013+, Digital Media Psychology MSc

## LANGUAGE/RESIDENCY

- **English** (native speaker/copywriter)
- **Cantonese** (Basic level, level 2)
- **Hong Kong Resident** (Permanent)
- **United Kingdom** Citizenship
- **Asia APEC Travel Visa** (Sept 2023)

## PROFESSIONAL EXPERIENCE

### Senior UI Interaction Designer / Sony Ericsson Mobile Comms

July 2005 - November 2008, Manchester UK & Beijing China

#### UI Deliverables Project Manager - June to November 2008

- Project Manager for the Symbian UiQ and S90 UI project deliverables (M600 and P1i Smartphones).
- Responsible to **review the high-level UI requirements** that are defined in the project feature list and product requirements. **Created the associated project plans to deliver the UI documentation.**

#### China & Asia UI Team Lead - September 2007 to May 2008

- Interim leader for **7 UI and visual design resources** based in the Sony Ericsson Beijing Office.
- **Responsible for localised UI customizations and apps** such as QR Code Scanner for Asian Markets.
- Products included P1c, M600c Touchscreen smartphones, as well as feature phones from ODMs.

#### Text Input Global Team Lead - September 2007 to November 2008

- Technical requirements architect and **team leader for the internationally based Text Input UI Team.**
- **Team lead for 8 UI designers and requirement writers** based in UK, Sweden, China and Japan.
- Responsible to **define the roadmap and requirements for 64 languages** across all supported text input methods such as **handwriting recognition, hardware and virtual keyboards, Multitap and T9.**

#### Special Apps UI Team Lead - July 2005 to August 2007

- Responsible to **lead the interaction design and to also manage 5 UI designers** based in Manchester.
- **Define fully customised UI design** for P990i and Walkman W950 touchscreen Symbian smartphones.
- Areas of responsibility included apps such as **Office apps, Telephony, Bluetooth, and Text Input.**

### UI Interaction Designer / Sony Ericsson Mobile Comms

September 2003 - June 2005, Manchester UK

- Employed as a User Interface Designer for UMTS (3G) Smartphones based on Symbian UIQ.
- Assigned to the Telephony UI Interaction team, **responsible for producing and maintaining UI flows and specifications**, as well as supporting the Telephony Team Lead in his responsibilities.
- UI owner for features such as the **Card Scanner, Bluetooth, Call Log, Dialer and Corporate Telephony.**
- Regularly held formal document approval reviews and liaised closely with key stakeholders.
- Also **responsible for defining the requirements and interaction design for Text Input** (including the **hardware design layout for the 'QWERTY' keyboards** found on the P910, P990, M600 and P1).
- Working in conjunction with Zi-Corp, I **designed and patented the world's first Touchscreen Multi-Modal Predictive Text Input Solution**, found on the touch-screen devices of the time (P990+).
- Defined the requirements, UI and functionality of the **multi-script handwriting recognition solution** that included **Hebrew, Greek, Arabic and Chinese character support** (on the Sony Ericsson P1i).
- Actively involved in global **cross-site projects and process improvements**, and I was a member of the UI Fundamentals Working Group that **defined the UX paradigms for the UIQ touchscreen devices.**

### Design Manager / Inlecom Group Europe

January 2001- August 2003, Manchester UK & Athens Greece

- **A European B2B software company**, Inlecom provides ecommerce, content management, and ship-to-shore applications for many reputable clients such as **Thales, Exxon and Mobil.**
- Responsible for **visual design, project management, service design, UI design and usability testing.**
- In later years, I also provided **project management support** for several European Commission IT Projects, including **authoring deliverables and attendance to consortium meetings** across Europe.

### CX Consultant / Orange Telecommunications

October 1998 – October 2001, Manchester UK

- Responsible to **identify customer requirements** and to suggest the most suitable devices.
- **Awarded the position of top CX Consultant** in both the flagship branch and the North West in 1999.
- **Voted one of the top five consultants in the UK** for the year 2000 in an award ceremony in London.

*References available on request.*