

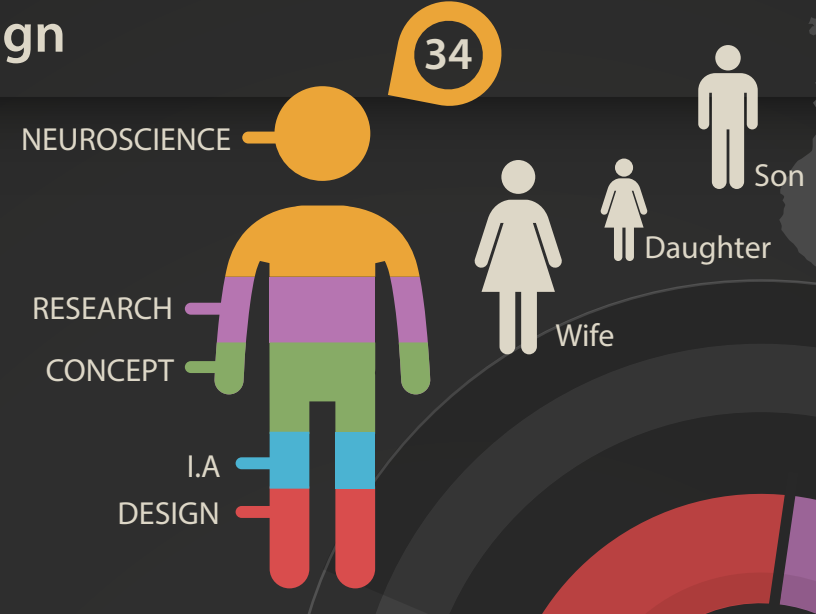
# @PETETRAINOR

Director Human Centred Design

DECEMBER 2014

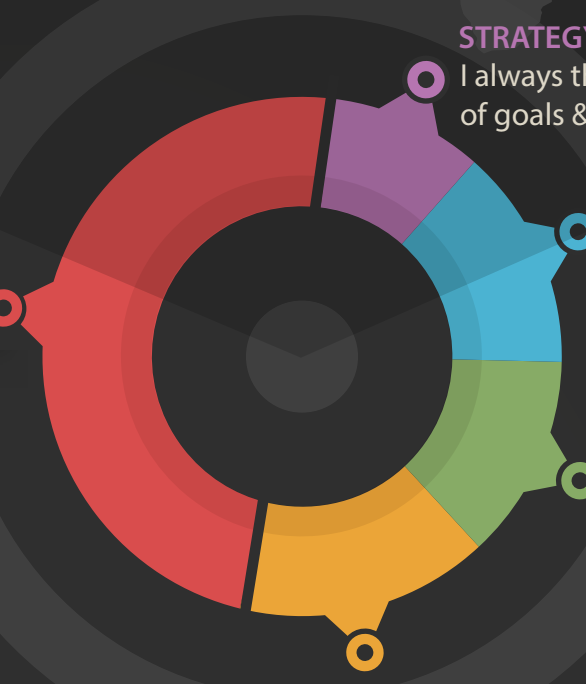
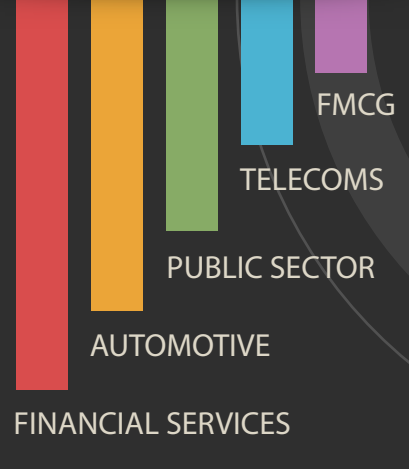
Based in LONDON

## PROFESSIONAL DNA



FAVORITE FOOD  
North African / Japanese

## INDUSTRIES



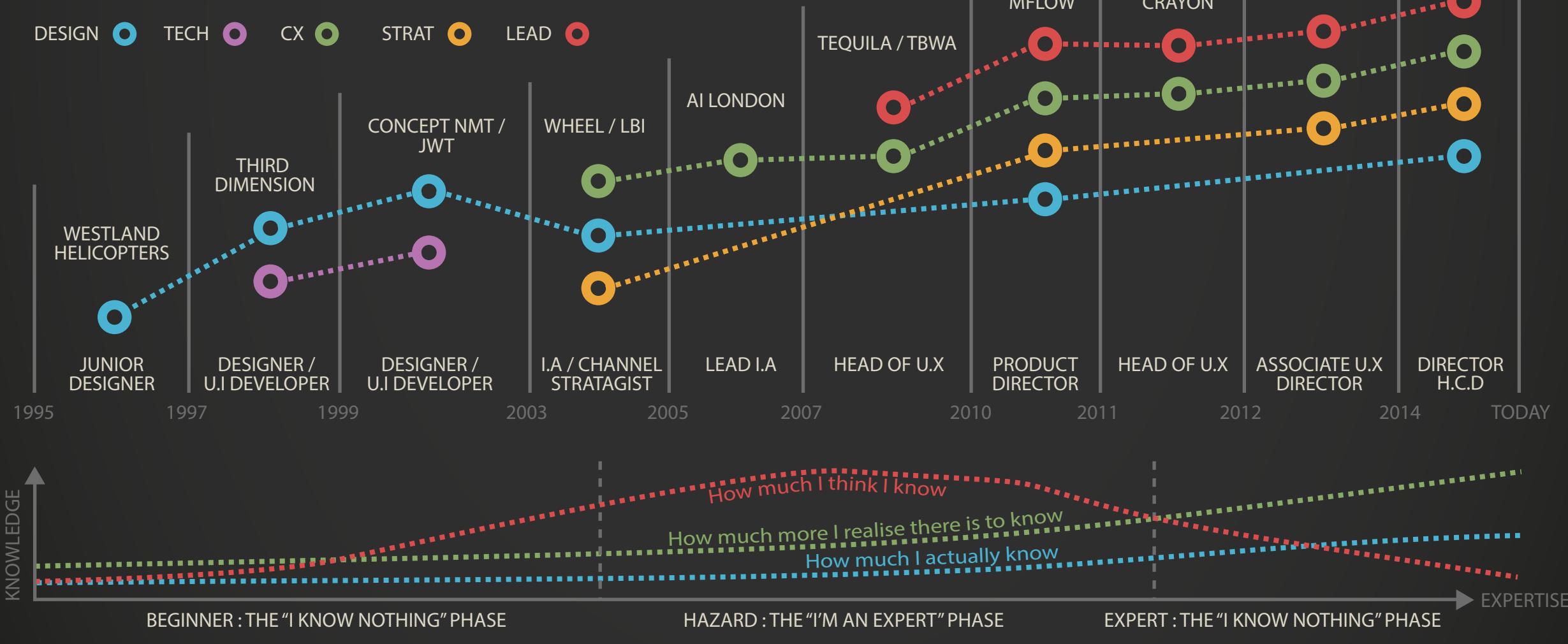
**STRATEGY**  
I always think about the big picture of goals & behavior.

**CUSTOMER EXPERIENCE**  
This is my craft. I take the 3 elements of design, technology & strategy and with my eyes on the user blend them into connected experiences.

**TECHNOLOGY**  
My roots are firmly dipped in technology. I've been a developer front & back, which grounds what I do in the possibility.

**DESIGN**  
Everything we do is Designed, from function, to graphic, to behaviors. My heritage is in Graphic, Experiential, Information & Product Design.

## CAREER TRAJECTORY



## WHO HAVE I HELPED



## HIGHLIGHTS

- TEDX 2015** Warwick Business School
- newmediaage AWARDS 2009** E.On Carbon Footy Print Winner Best Use of Digital
- UCD 14** October 24 2014
- SX SW** Official Speaker March 7-11 2014 Austin, Texas
- UK CX AWARDS** Chair & Judge September 25 2014
- SX SW** Official Speaker March 12-17 2015 Austin, Texas
- UNIVERSITY OF WEST LONDON** Guest Lecturer - Digital MSc Marketing & Design
- BRUNEL UNIVERSITY LONDON** Industry Advisor MSc Service Design
- REGENT'S UNIVERSITY LONDON** Industry Advisor MSc Visual Communication
- FAST COMPANY**