

# Peter Williams

service designer and researcher

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## Statement

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Building on my underlying ability to resolve challenging issues through the processes of analysis & design, my recent return to education has equipped me with the knowledge and enthusiasm to apply myself in new ways. The current transition we are living through brings opportunities to cement positive change for individuals, society and the environment. Achieving this will require informed interventions to existing systems and the introduction of new policies, services and practices. I aspire to make a valuable contribution in these areas, and look forward to working with others to do so.

## Education

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Service Design MA  
Industrial Design BSC (hons)

Royal College of Art | 2021  
Brunel University | 2000

## Experience

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### PW Crafted Design Ltd

Feb 2018 - Sept 2019

Director / freelance senior design engineer

Worked flexibly to integrate with inhouse and freelance design teams, adopting client specific ways of working.  
Translated concept sketches into detailed CAD models and engineering drawings ready for production.  
Worked collaboratively to resolve design challenges and ensure consistency across each project.

### SFD (Shop Fittings Direct Ltd)

Jan 2008 - Jan 2018

Senior design engineer

Designed and implemented a new filing structure that improved operational efficiency and information sharing.  
Delivered a digital tool to give oversight of new business enquiries and enable the executive team to evaluate them.  
Led the technical development of equipment for high profile bespoke and multi-site retail schemes.  
Delivered stakeholder requirements from the practicalities of sourcing and production, to installation and use.  
Played an instrumental role alongside clients, colleagues and suppliers to successfully deliver ambitious, creative projects.

### Crafted Design

Sept 2000 - Dec 2007

Designer-maker

Designed, made and marketed furniture and home furnishings; speculatively and to commission.  
Worked closely with clients to understand their needs, create briefs and develop ideas.  
Participated in co-operative endeavours to make and exhibit work with other designers.  
Freelanced for, and exchanged skills with cabinet maker Kevin Stamper, to assist with the production of his fine furniture.

## Skills and professional interests:

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Animation | behaviour change | cognitive development theory | content design | critical thinking | complexity | ecological design | ethics | design thinking | framing | hacking | iterating | mapping | narratives | personas | persuasive reasoning | qualitative research | secondary research | service blueprints | social practice theory | strategy | systems thinking | theory of change | transition design | user journeys | video editing | workshop facilitation.

## Additional information

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I received a project award from the Wes Lunn Design Education Trust during my second year at the RCA.

I like the outdoors, if I'm not in the allotment, you might find me cycling, kayaking or on a long walk with family and friends.

I was an integral member of the Hamswell Festival production team between 2005 and 2016. The three day music and arts event was a much loved community effort that delivered intimacy, energy and great music to a small farm near Bath.