

# Peter Simon

Digital Product Designer

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## Experience

FEB 2024 – FEB 2026 (Company acquired by Rocketable Inc in Feb 2026) • London, United Kingdom

### Alitu Podcasting Ltd – Product Designer

- Led product discovery and expanded the core audio editing suite with complex AI and text-based features, maintaining strict usability standards (consistent SEQ scores of 5/7+) and directly contributing to a major reduction in user churn from 11% down to an all-time low of 6.6%.
- Directed the end-to-end UX integration of power-user capabilities including multi-show features, successfully unlocking a new segment of podcast managers and contributing to increasing ARPU.
- Carried out routine usability testing and decluttering initiatives to reduce cognitive load, successfully helping maintain an average NPS of 9.1, driven specifically by customer-reported ease of use.

NOV 2021 – FEB 2024 • London, United Kingdom

### Alitu Podcasting Ltd – UI/UX Designer

- Built and scaled a Figma design system that standardised UI components, enabling the team to maintain an aggressive shipping pace and release a great volume of features with strict visual consistency.
- Conducted continuous user research and usability testing to validate design decisions, successfully reducing friction across core journeys and noticeably lowering the volume of customer support tickets.
- Designed key interfaces end-to-end, including a call recording feature that was leveraged in the company's marketing campaigns and officially featured at Apple's WWDC.

## Education & Certificates

2024 – 2026

### City, University of London – MSc Human-Computer Interaction Design

Modules: Interaction Design, Evaluating Interactive Systems, Information Architecture, Inclusive Design, Data Visualisation, Understanding User Interactions

2022 – 2023

### University of Virginia

Certificates in Product Analytics and AI, Digital Product Management, Agile and Design Thinking, Hypothesis-Driven Development

## Skills & Tools

Figma, Miro, FigJam, UserBrain, Front-End Development, Web Accessibility (WCAG standards), Developer Handoff, Node, React, JS, Visual Design, Typography, Interaction Design, Design Systems, Wireframing, Code-driven Prototyping, Journey Mapping, Information Architecture, Usability Testing, User Interviews