

RONNIE BAXTER



## CONTACT



RONNIE BAXTER



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## STRENGTHS

- Quick to pick up complex briefs and visualise solutions
- Easily takes apart confusing UI's and reimagines them
- Adept at fitting new requirements into technically restricted UI's
- Sorts out and makes sense of disorganised projects with ease
- Fits seamlessly into existing teams and ways of working
- Collaborative and easygoing
- Mentoring / leading small design teams

## EXPERIENCE

### LEAD UX DESIGNER [+ Strategy, Testing & Research]

Sep 2025 - Dec 2025

#### Make Good Design

- Designed the UX/UI for Indra's next-gen EV charger interface.
- Mapped the flow for connecting Indra's EV charger to the internet via mobile
- Created a loyalty rewards system tracking carbon savings for Indra users
- Restructured and recategorised a training company's service library

### LEAD UX PRODUCT DESIGNER [+ Testing, Research & Information Architecture]

Jan 2025 - Sep 2025

#### SCRUMCONNECT CONSULTING

- Primarily worked on Government of Jersey Court Management System
- Added new, complex functionality into out-of-the-box UI to support multiple defendants with multiple charges
- Added new functionality to facilitate the ability to record pleas, outcomes and sentences into out-of-the-box UI
- Planned and facilitated research to test the new functionality described above
- Supported the end of Ministry of Justice Common Platform Court Management System project

**LEAD UX PRODUCT DESIGNER [+ Testing,  
Research & Information Architecture]**

Mar 2024 - Jan 2025

INDEED FLEX

- Worked primarily on the Indeed Flex SaaS workforce platform used by clients like Sainsbury's to manage their temporary workforce.
- Mentoring younger team members
- Data visualisation for reporting of shift fulfilment
- Data visualisation for reporting of worker turnover
- Consolidation of three complex UI's into one structure / UI
- Conducted depth interviews to understand current issues
- Designed a new 'Roster' of workers with live 'clock in by shift' data

**SENIOR UX PRODUCT DESIGNER [+ Service  
Design & User Testing]**

Jul 2023 - Dec 2023

TOYOTA CONNECTED EUROPE

- Worked on an app that empowers Toyota drivers to keep track of their cars' well-being, see beneficial insights around driver behaviour and share access to their vehicle with guest drivers - amongst other things.
- Hi-fidelity UX / UI for 'Vehicle Management' section of app
- Mapped journey flows for the app and integrated disparate flows
- Collaborated with PO's and engineers to ensure accuracy of flows
- Created POC's for future looking work
- Conducted research and gathered future roadmap insights
- Created prototypes and designs for research & testing
- Supported Service Design to layer journeys across blueprints
- Supported Service Design on 'To Be' journey mapping

**LEAD UX PRODUCT DESIGNER [+ Service  
Design & Information Architecture]**

Feb 2023 - Apr 2023

BCG / CABINET OFFICE / CDDO

- A GDS project to reimagine the end-to-end Fostering service in the UK on behalf of the Cabinet Office via CDDO, (Central Digital and Data Office).
- Mapped the end-to-end system as mini wire-flows
- Worked with Developers to ensure GDS compliancy
- Designed POC prototypes to demonstrate intended experience
- Wrote discussion guides and created prototypes for testing
- Conducted testing with foster carers & local authorities
- Supported Service Design on 'As is' & 'To Be' journey mapping

**LEAD UX PRODUCT DESIGNER (+ Testing & Information Architecture)**

**Sep 2022 - Dec 2022**

**DIGITAS**

- A short contract with Digitas contributing to projects for e-on & Biffa. Digitas are a renowned digital agency based in London.
- UX / IA / Taxonomy for Biffa's website restructure and redesign
- UX POC flows for a complex funding application
- UX POC prototype for a mobile document upload process
- Conducted user testing on a mobile document upload process

**LEAD UX PRODUCT DESIGNER [+ Information Architecture]**

**Feb 2022 - Sep 2022**

**UX MAGICIANS**

- Worked remotely with UX Magicians, a gaming company who are based in the US.
- Salvaged a failing project for the NBA by redesigning the UX & IA
- UX design for tools to visualise and interpret performance data
- Data visualisation for NBA pro athlete
- Designed the UX for various Mobile and Desktop gaming UI's

**LEAD UX PRODUCT DESIGNER [+ Testing]**

**May 2021 - Feb 2022**

**KHWS**

- Completed part-time on ad-hoc projects during Covid for KHWS, a digital agency based in London.
- Designed the UX / UI for a counterfeit detection tool for Mobil
- Restructured and redesigned the UX for Samsung Academy 2.0

**LEAD UX DESIGNER [+ UI Design, Testing & Information Architecture]**

**Jul 2021 - Dec 2021**

**VMLY&R**

- Employed part-time on ad-hoc projects during Covid for VMLY&R, a digital agency based in London.
- UX design for Ford's responsive vehicle configurator tool
- Organised and ran testing sessions for the above
- Provided UX / UI for the Bailey's B-Corp campaign ideation

**LEAD UX DESIGNER [+ Research, User  
Testing, Information Architecture]**

**Feb 2020 – Mar 2021**

**HEALTHILY**

- Healthily is a self-care app that allows you to check your health, manage 100s of conditions and track your progress.
- Designed the UX and built prototypes for various app features
- Conducted end-to-end moderated research on UserTesting.com
- Involved in persona development based on research and analytics

**LEAD UX DESIGNER [+ Research, User  
Testing, Information Architecture]**

**Aug 2019 – Feb 2020**

**EUROSTAR**

- Worked on a new system that facilitated ticket purchases, refunds, cancellations, amendment, loyalty point redemption and upgrades – as well as many more use cases.
- Observed and interviewed staff at stations and call centres
- Expert review of the legacy ticketing system
- Designed and built prototype for new ticketing system
- Structured analysis of research findings
- Ethnographic user testing and depth interviews with staff & users

**LEAD UX DESIGNER (+ Service Design,  
Research, Testing & Information  
Architecture)**

**Jul 2018 – Jun 2019**

**UK HOME OFFICE / MARVELL CONSULTING**

- Worked on the design of a complex system that allows UK bioscientists to apply for and manage their projects and licences online.
- Part of a GDS compliant, user-centred, Agile team embedded within the Home Office.
- Detailed wire-flows mapping the high-level system
- Prototyping ideas for the UI during two week sprint cycles
- Working with Development to integrate sprint work into the build
- Ecosystem mapping
- Service design 'As Is' journey mapping
- Wrote discussion guides & facilitated moderated testing sessions
- Supported research with ongoing process analysis

Please go to [linkedin.com/ronniebaxter](https://www.linkedin.com/ronniebaxter) to see my full work history.

## UNIVERSITY

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**BA (Hons): ART, DESIGN & NEW MEDIA**

1996 - 1999

PORTSMOUTH UNIVERSITY, Portsmouth

- Grade: Upper Second-Class Honours (2:1)

## MY CORE VALUES

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I care about kindness, decency and fairness, and I try to bring these values into my work and professional life. Honesty, integrity and authenticity are important to me and they shape how I show up at work and in life.

## PERSONAL INTERESTS

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When I'm not at work, I love socialising, experiencing new things, spending time with my partner and dog, playing pool, watching TV and catching up with loved ones.