RONNIE BAXTER

CONTACT

👤 RONNIE BAXTER

✉️ ronnie.baxter@gmail.com

📞 +44 07818 052934

in linkedin.com/in/ronniebaxter

🌐 ronnie-baxter.com

❯ Password: LetMeIn123

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

EXPERIENCE

- I started out as an Information Architect, then I became a UX Designer, now I consider myself a UX Product Designer
- I work at different levels depending on the role or project, sometimes Lead, sometimes Senior, sometimes Mid if that's what's required

SENIOR UX PRODUCT DESIGNER [+ Testing, Research & Information Architecture]
Jan 2025 - Present

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

SENIOR UX PRODUCT DESIGNER [+ Testing, Research & Information Architecture]
Mar 2024 - Jan 2025

INDEED FLEX

- Working primarily on Indeed Flex SaaS workforce management platform, which allows clients such as Sainsbury's to access and manage their temporary workforce in one place
- 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

SENIOR 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

SENIOR 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

SENIOR 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

SENIOR 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

SENIOR 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

SENIOR 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

SENIOR 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

SENIOR 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 to see my full work history.

UNIVERSITY

BA (Hons): ART, DESIGN & NEW MEDIA

1996 – 1999

PORTSMOUTH UNIVERSITY, Portsmouth

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