

# RONNIE BAXTER

## LEAD UX PRODUCT DESIGNER

☎ +44 07818 052934   @ ronnie.baxter@gmail.com   📍 London, UK

### STRENGTHS / SPECIALISMS

- 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

### WORK HISTORY

#### Lead UX Product Designer (+ Testing, Research)

**INDEED FLEX** 📅 03/2024 - Present 📍 Remote

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.

#### WHAT I DID

- 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
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#### Lead UX Product Designer (+ Testing, SD)

**Toyota Connected Europe** 📅 07/2023 - 12/2023 📍 Remote

I 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.

#### WHAT I DID

- 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
- Highlight your accomplishments, using numbers if possible.

### FIND ME ONLINE



#### Portfolio

URL: [www.ronnie-baxter.com](http://www.ronnie-baxter.com)

Password: LetMeIn123



#### LinkedIn

[www.linkedin.com/in/ronniebaxter](https://www.linkedin.com/in/ronniebaxter)

### EDUCATION

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

**Portsmouth University**

📅 1995 - 1998

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

### GOVERNMENT CLEARANCE

#### SC Clearance (lapsed)

📅 08/2018 - Present

I'm SC Cleared until 2025.

## WORK HISTORY

### Lead UX Product Designer (+ SD, IA)

BCG / CABINET OFFICE / CDDO

📅 02/2023 - 04/2023 📍 Remote / London

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).

#### WHAT I DID

- Mapped the end-to-end system as mini wire-flows
- Worked with Developers to ensure GDS complianceDesigned 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
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### Lead UX Product Designer (+ Testing, IA)

DIGITAS

📅 09/2022 - 12/2022 📍 Remote

A short contract with Digitas contributing to projects for e-on & Biffa. Digitas are a renowned digital agency based in London.

#### WHAT I DID

- 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
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### Lead UX Product Designer (+ IA)

UX MAGICIANS

📅 02/2022 - 09/2022 📍 Remote

I worked remotely with UX Magicians, a gaming company who are based in the US.

#### WHAT I DID

- 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
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### LEAD UX (+ Testing, UI Design)

KHWS

📅 05/2021 - 02/2022 📍 Remote

I completed part-time on ad-hoc projects during Covid for KHWS, a digital agency based in London.

#### WHAT I DID

- Designed the UX / UI for a counterfeit detection tool for Mobil
- Restructured and redesigned the UX for Samsung Academy 2.0
- Highlight your accomplishments, using numbers if possible.

## EXPERIENCE

### CLIENTS

Apple

Aviva

Baileys

Barclays

Barclaycard

BBC

Betfair

Biffa

Bounty

BP

British Airways

British Gas

BSM

Burberry

Cabinet Office

CBBC

CDDO

Centaur Media

CurrencyCloud

Dunhill

Enfield Council

e-on

Eurostar

Ford

Gallagher Insurance

Greggs

GS:1

Halifax

Healthily

Heineken

Home Office

HSBC

IHG

Intel

Jaeger-LeCoultre

Jaguar

Jamkit

John Lewis

Ladbrokes

Lloyds Banking Group

Matrix Booking

Microsoft

Mobil

Montegrappa

Nationwide

NBA

npower

o2

ONS

Petplan

Pizza Express

Private Equity International

RBS

Rio Tinto

Samsung

Scottish Power

Serco

Severn Trent

Shoosmiths

Skrill

Sky

Stagecoach

Tarmac

TIAA Henderson Real Estate

Tesco

The Prince's Trust

The Share Centre

Toyota

Universal Pictures

Virgin Media

Visa

Xiidra

## WORK HISTORY

### LEAD UX (+ UI Design, Testing, IA)

VMLY&R 07/2021 - 12/2021 Remote

I was employed part-time on ad-hoc projects during Covid for VMLY&R, a digital agency based in London.

#### WHAT I DID

- 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
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### LEAD UX (+ Research, User Testing, IA)

HEALTHILY 02/2020 - 03/2021 London

Healthily is a self-care app that allows you to check your health, manage 100s of conditions and track your progress.

#### WHAT I DID

- 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
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### LEAD UX (+ Research, User Testing, IA)

EUROSTAR 08/2019 - 02/2020 Hybrid, London

I worked on a new system that facilitated ticket purchases, refunds, cancellations, amendment, loyalty point redemption and upgrades - as well as many more use cases.

#### WHAT I DID

- 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
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### LEAD UX (+ SD, Research, Testing & IA)

UK Home Office / Marvell Consulting

07/2018 - 06/2019 London

I worked on a the design of a complex system that allows UK bioscientists to apply for and manage their projects and licences online. I was part of a GDS compliant, user-centred, Agile team that was embedded within the Home Office.

#### WHAT I DID

- 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

## EXPERIENCE

### INDUSTRIES

Automotive

Banking & Finance

Energy

Food & Drink

Gambling

Gaming

Government

Health Care

Insurance

Legal

Luxury

Media / Entertainment

Oil & Gas

Publishing

Pharmaceuticals

Retail

Real Estate

Software Development

Science

Transportation

Telecoms

Waste Management

Utilities

## OTHER TRAINING

### NLP Master Practitioner

2019

### Certified Life Coach

2019

## PASSIONS



When I'm not at work I love spending time with animals, making music in Ableton, socialising, playing pool and listening to audiobooks.

## COMPLETE WORK HISTORY

[www.linkedin.com/in/ronniebaxter](https://www.linkedin.com/in/ronniebaxter)