



RONNIE BAXTER

UX DESIGNER - 17yrs exp.



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 messy projects with ease
- Fits seamlessly into existing teams and ways of working
- Collaborative and easygoing



EXPERIENCE

JULY 23 - NOV 23

Lead UX [*+ some Product Design, Service Design & Testing*]

TOYOTA CONNECTED EUROPE

An app that allows Toyota drivers to keep track of their cars' well-being, see valuable insights around driver behaviour and share access to their vehicle with guest drivers - amongst other things.

ACTIVITIES

- Hi-fidelity UX / UI for 'Vehicle Management' section of app
- Mapped journey flows for the app / pulled together disparate flows
- Collaborated with PO's & engineers to ensure accuracy of flows
- Created POC's for future looking work
- Conducted research & gathered insights for future roadmap items
- Created prototypes & designs for research & testing
- Supported Service Design to layer journeys across blueprints
- Supported Service Design on 'To Be' journey mapping

JULY 23 - NOV 23

Lead UX [*+ some Service Design, Product Design & IA*]

BCG / CABINET OFFICE / CDDO

A project to reimagine the end-to-end Fostering service in the UK on behalf of the Cabinet Office via CDDO.

Continued overleaf ...



SKILLS

UX ●●●●●

IA ●●●●●

Testing ●●●●●

Research ●●●●●

Product Design ●●●●●

Service Design ●●●●●



EDUCATION

1995 -1998

BA (Hons)

Art, Design & New Media

Grade: 2:1



PORTFOLIO

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Password: LetMeIn123



LINKEDIN

[View profile](#)



CONTACT

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ACTIVITIES

- Mapped the end-to-end system as mini wire-flows
- Created POC's prototype to demonstrate intended experience
- Conducted testing with foster carers & local authorities
- Created prototypes for testing
- Supported Service Design on 'As is' & 'To Be' journey mapping

"I was fortunate enough to work with Ronnie as part of a high-performing team within the Boston Consulting Group. The fluid nature of the project and the rapid decisions needed for the project to succeed were too much for the initial designers that were placed in the project.

What was needed was Ronnie, a seasoned professional that could handle quick-fire decisions and come up with high-quality concepts with very little direction that could be used to demonstrate to the client how a new service could look and then rapidly iterate those concepts for wider use as feedback was gathered.

Ronnie's experience, professionalism and imagination shone from day one of us working together and I have no problem at all in recommending Ronnie and truly hope we work together in the future."

Dan O'Connor: Product Owner, MoJ (Ministry of Justice)

SEP 23 - DEC 23

Lead UX [+ some User Testing, Product Design & IA]

DIGITAS

A short contract with Digitas working on projects for E-ON & Biffa.

ACTIVITIES

- UX / IA / Taxonomy for Biffa's website restructure & redesign
- UX POC for a complex funding application process for E.ON
- Conducted user testing on a mobile document upload process for E-ON

"Ronnie is a joy to work with, she picks up briefs quickly and approaches them in a professional and considered way. She thrives on turning complexity into beautifully simple solutions that have the audience in mind. She is extremely collaborative and a brilliant mentor to more junior designers. She has a great work ethic and always delivers to a high standard."

Julian Cross: ECD, Experience Design at Digitas | BIMA Judge



TRAINING COURSES

2019

NLP Master Practitioner

Courage Coaching Academy

2019

Certified Life Coach

Courage Coaching Academy



CLIENTS

Apple

Aviva

Bailey's

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



EXPERIENCE CONTINUED

FEB 22 - SEP 22

Lead UX [+ some Product Design & IA]

UX MAGICIANS

I worked remotely with UX Magicians who are based in the US.

ACTIVITIES

- Salvaged a failing project for the NBA by redesigning the UX and IA
- UX for tools to visualise and interpret performance data of NBA pro athletes
- Designed the UX for various gaming UI's, both Mobile and Desktop

"Ronnie was amazing to work with. One of the best UX designers we've had on the team. I would work with Ronnie on any project any day"

Alfonzo 'Zo' Burton: CCO at UX Magicians

MAY 21 - FEB 22

Lead UX [+ some User Testing & Product Design]

KHWS

I worked part time on ad-hoc projects during Covid for KHWS.

ACTIVITIES

- Designed a UI for Mobil which allows their customers in Russia to verify whether products are genuine or counterfeit
- Restructured Samsung Academy, an internal staff training platform

"I worked with Ronnie on a few UX projects for the agency's clients and I enjoyed working with her. Ronnie always understood complex project backgrounds very quickly and provided what we needed. Her designs are always very thoughtful and she makes great and clear recommendations."

Lawrence Chung: Digital Delivery Lead at KHWS

JUL 21 - DEC 21

Lead UX [+ some User Testing & IA]

VMLY&R

I worked part time on ad-hoc projects during Covid for VMLY&R.

Continued overleaf ...



CLIENTS CONTINUED

GS1

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



ACTIVITIES

- Designed a responsive configurator tool for Ford
- Wrote the discussion guide and facilitated user testing
- Iterated the prototype based on key findings from user testing

"Ronnie is a rockstar. She approaches her work with confidence and professionalism, a powerful combination. Ronnie asks all the right questions, delivers all the right answers and she does that with pace and flexibility. Top it off with the ability to present her work in a clear and succinct way and you've got yourself a great Lead UX, Researcher and IA in one."

Ryan Wylie: XD Director & Creative Director at VMLY&R

FEB 20 - MAR 21

Lead UX [inc. Research, User Testing & IA]

HEALTHILY

Healthily is a self-care app which allows users to check their health, help them manage 100s of conditions and track symptoms.

ACTIVITIES

- Designed the UX and built prototypes for various functions and features within the app
- Wrote discussion guides and conducted end-to-end moderated research on the UserTesting.com platform
- Ongoing persona development based on user research and data analytics

"Ronnie is a joy to work with. She is a passionate UX practitioner who has been instrumental in driving through a number of product iterations. Her attention to detail and empathetic understanding of the user has brought a great deal of improvements to our products. Ronnie is also able to pivot quickly and not afraid to voice her opinions - both great qualities."

Justin Berkovi: Chief Product Officer at Product Magic



EXPERIENCE CONTINUED

[View my LinkedIn profile](#)



CLIENTS CONTINUED

Stagecoach

Tarmac

TIAA Henderson Real Estate

Tesco

The Prince's Trust

The Share Centre

Toyota

Universal Pictures

Virgin Media

Visa

Xiidra



INTERESTS

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