

Ronnie Baxter

Multidisciplinary Designer : AI Assisted

I'm an experienced designer, but one job title no longer captures what I do.

UX Design · Service Design · Product Design · Research · Workshop Facilitation · Design Strategy · Information Architecture · AI Assisted Design · Usability Testing

PORTFOLIO

ronnie-baxter.com

Password: LetMeIn123

CONTACT

ronnie.baxter@gmail.com

07818 052934

LinkedIn profile

Location: Glossop, UK

MAIN TOOLS

- Figma
- FigJam
- Figma Make
- Claude Code
- Miro

EDUCATION

BA (Hons) Art, Design & New Media

University of Portsmouth

1996 – 1999

Result: 2:1

EXPERIENCE

May – Oct 2026

Career break · Caregiving

My Dad had a serious accident and spent months in hospital. He's now settled in a care home and I'm ready to return to work. I also used this time to rebuild my portfolio with Claude Code.

Mar – Apr 2026

Senior UX Designer · Civica · Freelance

Role also included: Service Design · Strategy · Testing · Research

At Civica I mainly worked on their CX Housing Management system.

WHAT I DID

- Redesigned Civica CX's asbestos tool within a complex legacy system
- Turned extensive research into clear screens highlighting key issues

CIVICA

Jan – Mar 2026

Career break · Relocation

I relocated back to the Peak District after many years in London. It was a significant life change, prompted by my Dad's declining health.

Sep – Dec 2025

Senior UX Designer · Make Good Design · Freelance

Role also included: Strategy, Testing, Research

At Make Good Design, I worked mainly for Indra on their new charger UI.

WHAT I DID

- Designed the UX/UI for a next-generation EV charger interface
- Mapped the mobile journey for connecting an EV charger to the internet
- Designed a loyalty scheme to track and reward carbon savings

Jan – Sep 2025

Senior UX Designer · Scrumconnect Consulting · Freelance

Role also included: Testing, Research, Strategy, Information Architecture

At ScrumConnect, I worked on two Government court case management systems: one for the Ministry of Justice (MoJ) and another for the Government of Jersey.

WHAT I DID

- Designed and prototyped court case management systems
- Conducted user research to understand primary user needs
- Ran iterative, moderated usability testing

Mar 2024 – Jan 2025

Senior UX / Product Designer · Indeed Flex · Freelance

Role also included: Testing, Research, Information Architecture, Service Design

At Indeed Flex, I focused on its SaaS workforce management platform, helping clients such as Sainsbury's manage their temporary workforce in one centralised system.

WHAT I DID

- Visualised shift fulfilment data for reporting and analysis
- Visualised workforce turnover trends
- Consolidated three complex applications into one unified application

Dec 2023 – Feb 2024

Career break · Between contracts

I took some time out to recharge and think about what I wanted next.

Jul – Nov 2023

Product Designer · Toyota Connected Europe · Freelance

Role also included: UX Design, User Testing

At Toyota, I worked primarily on a connected car app, giving drivers vehicle health insights, driving behaviour data and the ability to share access with other drivers.

WHAT I DID

- Designed high-fidelity UX/UI for the Vehicle Management section
- Mapped and consolidated end-to-end app journeys
- Collaborated with Product Owners and engineers to validate user flows

TOYOTA connected

Feb – Apr 2023

Senior Experience Designer · Boston Consulting Group (BCG) · Freelance

Role also included: Service Design, Information Architecture

At BCG, I focused on a GDS-led project to transform the end-to-end fostering service across the UK, on behalf of the Cabinet Office / CDDO.

WHAT I DID

- Mapped end-to-end service journeys through wireflows
- Created prototypes to demonstrate proposed experiences
- Worked with developers and CDDO to meet GDS standards

Cabinet Office Digital | Central Digital & Data Office

STRENGTHS

- Understanding users and uncovering their needs
- Bringing fresh eyes and clarity to messy projects
- Skilled at untangling and reimagining confusing experiences
- Balancing user needs with business goals
- Quickly getting to grips with complex briefs
- Collaborative, approachable and easygoing
- Adept at adapting new requirements to technical constraints
- Simplifying complex apps through better categorisation & navigation