



Rob Bailey Design Ltd

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Personal Statement

A Product Designer with a proven track record of creating user friendly designs for some of the largest brands in the world. I have designed responsive websites, native apps and wearable tech that have been used by millions. I have experience managing and developing teams as large as 6 UX designers and understand the profound impact that customer experience can have on the performance of a business, having designed selling flows for platforms that deliver more than £250m a year in revenue.

Tesco Bank – UX Lead (January 2019 – Present: Contract position)

At Tesco Bank I worked on both the Tesco Pay+ app (both iOS and Android) and a new concept app that Tesco Bank were looking to produce that would take advantage of the new open banking regulations.

At Tesco Bank I:

- Mapped out the flows of the apps architecture to get a better understanding of the level of consistency throughout the app.
- Created and implemented a pattern library in order to improve the consistency of designs across the team, some of whom worked remotely.
- Produced sketches and wireframes to showcase early concept ideas.
- Following ideation phases I created high fidelity prototypes using Sketch and Protopie for use in remote testing.
- Conducted remote testing research and compiled reports on the findings, which I then presented back to the team and senior stakeholders.
- Ran Google Sprint workshops with the product team, focusing on the on boarding stages of the Pay+ app.

Trainline – Product Designer (July 2018 – January 2019: Contract position)

Whilst at Trainline I mostly worked on the design of their white label products, which consisted of both websites and mobile apps for some of the largest rail companies around including Virgin Trains.

During my time at Trainline I:

- Encouraged a research focused approach to design by conducting multiple remote testing sessions and compiling reports of the findings to be presented to the client.
- Ran Google Sprint workshops with the product team, trying to get more focus on user needs rather than just client needs.
- Provided detailed analysis of their current products, citing UX improvements that could be tested and then put live.
- Delivered barcode carnet (ability to purchase multiple tickets in one transaction - a season ticket of sorts) from conception to delivering final designs.
- Created user journey maps supported by user stories to ensure that edge case scenarios were met.
- Completely redesigned the 'My account' section of the white label product, making it easier for customers to manage their train tickets.
- Worked with an offshore development team to quickly and effectively deliver design solutions.
- Designed an end-to-end journey for Smartcards (Oystercard for Rail) and created motion graphics to educate users on how to use them.

British Gas - UX Consultant (February 2017 - July 2018: Contract position)

Whilst at British Gas I was responsible for the UX for three key areas of the website: Help and Support, Pay and Account Management and Logged in Dashboard. A lot of my performance was measured by increasing conversion rates, NPS and call reduction.

Whilst at British Gas I:

- Used Adobe Analytics to analyse product performance and identify pain points.
- Produced prototypes aimed at resolving identified key pain points.
- Managed Google Design Sprints and workshops that involved the whole team and senior stakeholders.
- Ran the in-house laboratory (experience in both running the observation room and conducting interviews with customers)
- Produced reports that detailed the findings of our customer research.

- Used Sketch to produce UI designs for developers.
- Implemented a design system that used Github and Slack as a way to version a pattern library across a team of nearly 50 designers.
- Conducted MVT's to ensure that the optimum design was being used.
- Produced an estimated annualised benefit of nearly £1m in call reduction fees by influencing customer behaviour and helping them find answers on the Help and Support page rather than just calling the call centre.

TUI - UX lead for native mobile (September 2016 - February 2017: Permanent position)

Led a team that consisted of one other UX designer and two UI designers. Convinced senior management to approve funding for their first ever lab user testing. Off the back of research I adjusted the IA in order to promote the booking of holiday packages, which led to a substantial increase in the number of bookings from the app, during testing only 2 out of 10 participants were able to book a holiday with the design that they had live at the time. By changing the app architecture customers were easily able to book holidays, with 10 out of 10 participants being able to do so in the lab.

British Airways - UX/UI design lead for native mobile, tablet and wearables (July 2013 - September 2016: Permanent position)

I led the design of the BA native app platforms and wearable tech for 3 years at BA and also in my final year was responsible for managing a team of designers.

Whilst at BA I was responsible for:

- Managing a team of 6 UX designers
- Recruiting staff for my team as well as assisting the UX manager in the hiring of UX designers for the wider UX team
- Overseeing a complete redesign of both iOS and Android apps.
- Leading the design for British Airways' first ever iPad app.
- Producing designs for Apple Watch, which were featured by Apple as their lead case study in the UK and later featured in Vogue.
- Working with an external design agency, managing concept development.
- Organising usability testing and research.
- Producing high fidelity prototypes for user testing using Keynote and occasionally HTML 5.
- Creating a mobile visual standards and guideline document, that kept the mobile design inline with ba.com as well as iOS and Android guidelines.
- Formulation of a UX plan in order to meet tight deadlines.
- Creation of wireframes and an IA map for the redesign process.

- Generated pixel perfect designs using Photoshop and Illustrator.
- Delivered redline and interaction design documents as guidelines for developers.
- Produced high level animations using Apple's Keynote and Adobe After Effects.
- Presented designs and concepts to stakeholders.

Consultants in Design – UX Developer (November 2012 - July 2013: Permanent position)

Whilst working at CID I produced designs and built websites for some high profile brands including Bulgari, The Wallace Collection and the Holburne Museum to name a few. Working as a developer enhanced my technical abilities and has allowed me to have more in depth discussions with developers in later UX roles.

Parallel Smart Media - UI designer (May 2011 - October 2011: Permanent position)

At Parallel Smart Media I was responsible for creating graphic designs for the iPad apps of some of Golf's biggest stars as well as managing the account for Darren Clarke (2011 British Open Champion)

Entrepreneurial pursuits

Nightinc: In 2012 I designed and developed my own app, which allowed users to compare nightclub promotions up and down the country.

Studentvalue: In 2010 I designed and developed a price comparison website that allowed students to compare student products such as laptop deals, student insurance and student bank accounts.

Education

2.1 LLB Honours Degree in Law

AAB grades at A Level

11 A*-C grades at GCSE with A* in both English and Maths