



**Rob Bailey**

**Contact Details**

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**Personal Statement**

A design leader with over 10 years experience and a proven track record of creating user friendly designs for some of the worlds leading brands. I have designed responsive websites, native apps and wearable tech that have been used by millions of customers. I have experience managing and developing teams as large as 6 product (UX/UI) 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 millions of pounds a year in revenue.



**Monzo - Senior Product Designer**

June 2022 - April 2023: Contract position

Worked on Monzo's buy now pay later product: Monzo Flex

- Created an information architecture map to allow for the implementation of a new product called Open Flex (Flex without a Monzo account).
- Conducted market research sessions that provided evidence that an interest free offer would be more effective and customer friendly when driving growth vs a cash back model
- Produced designs and prototypes using Figma ahead of remote customer testing
- Facilitated the remote customer testing sessions for Open Flex and created a research report to convey the findings back to the team.
- Created animations using Monzo's illustrations inside of Adobe After Effects
- Contributed to the motion guidelines for animations created at Monzo
- Oversaw the design of a reward platform that provided customers with a 6 month interest free offer when signing up for Flex.
- Collaborated with other designers at Monzo when integrating Flex into the new app overview screen



### **British Gas - UX Consultant**

July 2021 - June 2022: Contract position

Responsible for the UX on the book a boiler repair journey as well as the sales journeys for boiler cover.

- Created self help guides using animation so that customers could resolve their own boiler faults, leading to a drop in calls to the call centre
- Implemented multiple MVT tests to increase conversion on the sales page for boiler cover
- Collaborated with other designers to work on the wider architecture of the site and improve navigation



### **Tesco Bank – UX Lead Consultant**

July 2019 – June 2021: Contract position

Responsible for designs on iOS and Android apps as well as designing and implementing a new product called Clubcard Pay+.

- Mapped out the flows of the apps architecture to get a better understanding of the level of consistency throughout the app.
- Helped create and implement a pattern library in order to improve the consistency of designs across the team
- Mentored one of the junior designers, helping her run her first usability tests, write reports and use analytics tools.
- Ran Google Sprint workshops with the product team, focusing on the Information Architecture of the current Tesco Bank app.
- 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.



### **Trainline – Product Designer**

July 2018 – January 2019: Contract position

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.

- 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

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.

- 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.
- Raised funding for their first ever customer testing in a lab.
- Presented the research back to the entire London branch of the TUI group
- Following the research I adjusted the IA and navigation in order to promote the booking of holiday packages, which led to a substantial increase in the number of bookings from the app.



### **British Airways - UX/UI design lead for mobile, tablet and wearables**

July 2013 - September 2016: Permanent position

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.

- Managed a team of 6 UX designers
- Responsible for recruiting staff alongside the UX manager
- Oversaw a complete redesign of both iOS and Android apps.
- Led the design for British Airways' first ever iPad app.
- Produced designs for Apple Watch, which were featured by Apple as their lead case study in the UK and later featured in Vogue.
- Worked with an external design agency, managing concept development.
- Organised usability testing and research.
- Produced high fidelity prototypes for user testing using Keynote and occasionally HTML 5.
- Created a mobile visual standards and guideline document, that kept the mobile design inline with ba.com as well as iOS and Android guidelines.
- Formulated a UX plan in order to meet tight deadlines.
- Created 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.



### **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.

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)

**Education**

**Brunel University 2007-2010**

2.1 LLB Honours Degree in Law

**Parmiter's School 2000-2007**

AAB grades at A Level

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