



**Rob Bailey
Design Ltd**

Contact Details

Rob Bailey

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Personal Statement

A professional UX Contractor 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 then been used by thousands of people each month. 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 worked on selling flows for platforms that deliver more than £250m a year in revenue.

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

Whilst at British Gas I have been 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 has been measured by increasing conversion rates, NPS and call reduction.

Whilst at British Gas I have:

- 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)
- Written reports that detailed the findings of our customer research.
- Used Sketch to produce design documents for developers to follow.
- Conducted MVT's to ensure that the optimum design is being used.
- Produced an estimated annualised benefit of nearly £1m in call reduction fees by influencing customer behaviour.

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 an increase in the number of bookings from the app.

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 (yes I have put 'as seen in vogue' on my CV).
- Working with an external design agency, managing concept development.
- Organising usability testing and research.
- Producing high fidelity HTML 5 prototypes for user testing.
- 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 - 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