


# Robert Bailey

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## Personal Statement

Currently working as a Design Manager at Etihad, I bring over 10 years of experience leading design and digital experience for some of the worlds leading companies in travel, finance and utilities. I have been responsible for the user experience of responsive websites, native apps and wearable tech that have been used by millions of customers. With extensive experience in managing and developing large teams, I deeply understand the profound impact that customer experience can have on business performance, having led the design for the user experience of selling flows for platforms that deliver millions each year in revenue.



### **Etihad - Design Manager**

December 2023 - Present: Permanent position

Oversaw a complete redesign of Etihad's digital platforms, including the website and mobile app.

- Worked with and directed an external agency to revamp the visual design language of Etihad's digital products to an accessible standard (WCAG AA compliant)
- Created a roadmap to implement a comprehensive redesign across all digital assets.
- Maintained relationships with key stakeholders, including C-suite executives, to advocate for best design practices and a customer-centric approach.
- Conducted an RFP to partner with a usability testing platform and introduce customer research for the first time at Etihad.
- Managed the internal design team, enhancing their skills through personal training in Figma and research methodologies to streamline the design process.
- Produced prototypes on mobile app and web and conducted customer research to ensure that customers were able to use our digital platforms with ease and efficiency, ensuring a user centric approach to customer experience.
- Utilised Adobe Analytics to look for optimization opportunities in our key journeys such as check-in and booking flow.

- Implemented A/B tests and successfully increased average order value within the selling flow by increasing the number of ancillaries purchased.
- Transitioned the design system from Sketch to Figma, responsible for implementing the new visual design refresh and updated all components.
- Worked alongside the SEO team to ensure that content pages were optimised for search engines, with some pages moving as many as 15 positions in the search rankings.
- Collaborated with the paid search (PPC) team in order to ensure that our content was optimised for a seamless customer journey with the aim at improving our look to book.
- Worked with the marketing team to ensure that campaigns were reaching optimised pages in order to increase our look to book conversion rate.

### **Career break for travel**

May 2023 - Dec 2023



#### **Monzo Bank - Lead Product Designer**

June 2022 - April 2023: Contract position

Led the UX 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.



#### **Centrica (British Gas) - UX Consultant (via Paystream)**

June 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.

- Developed animated self-help guides empowering customers to troubleshoot boiler faults independently, resulting in reduced contacts at the call center.
- Implemented multiple MVT tests to increase conversion on the sales page for boiler cover.
- Conducted customer testing on the boiler cover sales journey to validate the user-friendliness of my designs.
- 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.



### **Centrica (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 Team Lead**

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 large team of 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