

Laura Baldock

LEAD PRODUCT DESIGNER

WHO AM I?

I am a freelance product designer that has over 7 years experience, helping globally recognised organisations and tech start-ups tackle tough business challenges and create a delightful product or experience for their users. I have worked end-to-end from research through to high fidelity UI, whilst remaining an advocate for usability, accessibility and creating a beautiful product. I am known for being passionate, driven and working efficiently whilst managing to maintain the quality and beauty of a project.

As well as my work life, I am also very driven and passionate in my personal life. I am a huge travel enthusiast, and there is nothing more that I love than immersing myself within different cultures all around the world. I have lived in many different countries, and just recently achieved my lifelong goal of visiting 30 countries before turning 30.

SKILLS

- Figma
- Sketch
- Adobe Suite
- Prototyping
- Usability testing
- Conducting workshops

EDUCATION

Northumbria University BA (Hons) Interaction Design (2:1)

- Design systems
- Quantative & Qualitative research
- Responsive design
- Mobile app design (iOS and Android)
- UX and UI design
- User journey mapping

CONTACT ME

Email: laura.baldock@hotmail.com Phone: 07495132491

EXPERIENCE

Freelancer 2017 - Present UX/UI/Product Designer

In 2017 I decided to quit my full-time job as a UX designer and become a remote freelance designer, whilst traveling the world. Over the years I have worked on lot's of different smaller freelance projects for companies such as the **NHS**, where I helped to create a mobile authentication app and also file sharing database for private clinics. I worked with **Coverwise** as a Lead UX Designer, to optimise their online insurance products for users, and to create a more consistent experience throughout. I also very recently worked with **Standard Life** where I designed and prototyped 10 different innovative concepts for a mobile app proposition, where users could better interact with their work-place pensions.

Clear.Bank Lead UX/UI Designer

During my time at Clear.Bank I was fortunate enough to work on a number of projects. I completely changed the whole look and feel of the client onboarding portal, to make it consistent with Clear.Bank branding, and ensure that the UX was an easy-to-use experience. Along side this I also created a mobile version of the product, which previously didn't exisit. I also created a dashboard for the client portal where users could interact with lots of data visualisations about their company. I also created a design system, to ensure the quality and consistency of the product long after I had left.

Wealth Wizards Lead Product Designer

My main role during my 7 months at WW was creating a new design system from the ground up with reusable components that worked responsively, and made designing and developing more efficient - it also made for a visually appealing and innovative product too! I created various journeys to enable users to access their tax-free cash, consolidate their pensions, understand what benefits they're eligible for, and see where/how they could spend their money better, to help users, in the current financial climate.

Nimbletank - Natwest Lead Designer

Whilst at Nimbletank I spent my time working on multiple projects for Natwest which were all mobile app focused for SME business banking. I worked on a proposition project where the team focused on qualitative and quantitive testing. This then informed a Beta project in which I was also the UX lead, where we created a live Beta mobile app (in 8 weeks!!) to release to Natwest customers. These projects where all very fast paced, innovative and meant to push the boundaries of the current business banking world. I worked directly with client stakeholders, presenting my work weekly and then also within a small agile team at Nimbletank.

Sweep

Design Lead / Head of Design

Sweep are Fin-tech startup that use smart technology to automate finances for SME's. During my time at Sweep I lead the end-to-end product design for the mobile app, website and product dashboard. I ran discovery workshops to understand the problems that needed to be solved, company wide and for our customers. I created a new brand for Sweep to have a level of consistency across the board, which just wasn't the case when I joined. I created a roadmap and a strategy with the CEO, and other senior members of the business to begin working efficiently and in order of priority. I then began working on a redesign of the products and website using the updated brand guidelines, and design system that I had started to create.

Newcastle Building Society

Senior UX Designer

As the first UX Designer hired for NBS, it was definitely a challenge when I joined to get the business to think in a more user focused way. I worked really hard to get people on board with a new process, and updated way of thinking, putting the users first and pushing the boundaries. The majority of my time at NBS I have spent leading the UX of the mobile app. I designed the foundations of the app, and built upon this to add new features as time went on. I was also responsible for creating and managing mobile design system, which was constantly evolving. The mobile app was white label product which is used by clients such as Ford Money, Paragon and Charter - this meant that I had to take into account different brand guidelines, customer needs and client expectations whilst creating the product. I have facilitated workshops on UX and Design Systems, and I have conducted usability testing to inform future features for the app.

HSBC - Kinetic

Senior Product Designer

Helping to lead the UX/UI design work on a business banking app for SME's. I worked as part of an agile team designing parts of the app that were data and insights driven. I designed, prototyped, held usability testing sessions and prepared designs for development on all parts of the app that were Data driven. Owner of all of the data visualisations app-wide. I was also part of the central design team creating a new brand for Kinetic, whilst helping build and implement the design system from the ground, up. I also spent some time here mentoring junior members of the team, helping them to develop into their new role as UX Designers within HSBC.

Virgin Money 2016 - 2017 UX/UI Designer

Digital Bank

One of the major projects I worked on whilst being at Virgin Money, was the Digital Bank. This was an incredibly innovative and exciting project that was fast paced, user focused and about to change the world of banking. On this project I worked within an agile team focused on the core part of the app, and visualising data. I worked very closely with a UX designer, Business Analysts, Developers and a Product Owner. This being whilst also sitting within a central UI team keeping the design system up to date with new components, and consistent throughout.

Credit Cards

Another great project that I worked on was the Virgin Money Credit Card app. This also was another project that I was incredibly excited to work on, as it was the first app that Virgin Money had set to launch. The project was driven by IBM and as one of the only designers on the project, and one of the only VM people it was great to have a higher level of responsibility and work with so many new faces. I worked heavily on implementing design system across all screens throughout the app, and creating prototypes for the many rounds of user testing that took place.