

RACHEL BARNES

LEAD PRODUCT DESIGNER

EXPERIENCE

January 2019 - Present

Three - Lead UX/Product Designer

Within an agile team, my responsibilities include research, user insights, wireframing, user testing, and UI design. The core objective is to conduct A/B and multivariate testing to identify the most effective solutions. Collaboration with the proposition team is essential for developing and testing both A and B solutions for ongoing projects, with a strong focus on advancing the continuous improvement initiative and overall strategy of the experience going forward.

April 2021 - January 2023

Total Active Hub - Head of Design

I was responsible for designing and providing UX and UI guidance for a global platform focused on helping businesses encourage physical activity and improve long-term employee health. A startup reached out to me to seek assistance in creating their platform, which aimed to empower companies to implement solutions for both individual and team-based workforce fitness challenges.

April 2017 - January 2019

Waitrose - Lead Service Design Consultant

Working with the Creative Lead, I led the development of a Transformation Strategy for Waitrose's digital services. This involved producing cross-channel journey maps, implementing a Digital Design System for a consistent approach, and driving improvements to raise the NPS score. I also managed the growth of the digital experience team, increasing it from 3 to 8 members.

September 2016 - April 2017

HeathWallace - Lead UX Consultant

As the Lead UX Consultant at HeathWallace design agency, my role involved overseeing the transformation of Bupa's global healthcare provider's portal. I led and managed a team of UX and UI designers responsible for creating sitemaps, user journeys, wireframes, prototypes, conducting user testing, facilitating stakeholder workshops, and organising client sign-off meetings.

January 2014 - January 2017 (part-time)

UserZoom - UX Consultant

Conducted in-depth analysis of video content related to the user experience of company platforms. This involved offering recommendations, preparing analysis reports, and creating UX-focused articles.

CONTACT

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EDUCATION

NN/g Certified 2021

Leading Highly Effective
UX Teams

Service Blueprinting

Discoveries

The Human Mind
& Usability

Persuasive and

Emotional Design

09/05 - 06/07

Camberwell, University
of the Arts

MA Digital Design

Distinction and First
Class Honours

09/98 - 06/00

Worcester College of
Technology

HND Electronic Media

Distinction

09/96 - 06/98

Worcester College
of Technology

GNVQ Advanced

Graphic Design

Merit

09/91 - 06/96

Christopher Whitehead
High School

10 GCSE A-C

February 2016 - August 2016

Pharmiweb - Senior UX Consultant

Consulting on various projects for GSK, involving the design of a responsive prototype for their digital presence, including an app solution for a GP surgery. Additionally, I conducted in-house user testing and communicated the results to key GSK stakeholders.

June 2011 - October 2015

Three - Senior UX Consultant

Actively involved in significant business projects, encompassing store checkout improvements, app development, and the transition to a mobile store. I collaborated closely with product owners, producers, and developers on end-to-end project execution.

February 2011 - June 2011

SapientNitro (client Vodafone) - Senior UX Consultant

As a representative of SapientNitro within the on-site team at Vodafone, I was responsible for designing the user experience for the consumer account management section. I collaborated closely with both agency and client teams to continuously enhance the customer experience across various digital platforms.

January 2006 - February 2011

Yell - UX Designer

Responsible for user research, design and usability testing of cross platform solutions. Managing concepts from initial design through to final completion and holding sole ownership of setting up an in-house usability lab, combining qualitative user testing with eye tracking.

December 2007 - March 2010 (part-time)

Open University - Associate Lecturer

As an associate lecturer at the Open University, I taught students in the Design & Designing course. This course offered an introduction to contemporary design products and practices on a global scale. Role included regular tutorials, providing learning support, shared industry expertise, and offered ongoing guidance to the students.

December 2001 - December 2005

BBC - Designer

Designer at BBC Oxford, my role involved developing design strategies and overseeing the design team to maximise public exposure by increasing awareness of the website and BBC's content.

ACHIEVEMENTS

Fellow of the Royal Society of the Arts.

In the sport of rowing, I proudly represented England and achieved success at both Henley Women's Royal Regatta and the British Nationals.

In triathlon, I had the honour of representing my age group for Great Britain at the European Championships, where I won a Gold Medal.

At the World Championships, I secured a place in the top 30, ranking as the 3rd British woman.