

Rachel Barnes

Lead Experience Designer

With over 20 years of experience, I design simple, creative solutions with a focus on Experimentation, Personalisation, and A/B Testing. I have deep expertise in UX, UI, and Product Design across multiple digital platforms, delivering solutions in both large corporate environments and agile agency settings.

I hold a Master's degree, am NN/g certified, and a Fellow of the Royal Society of Arts, and I have lectured on design at the Open University. A proven problem solver, I thrive on introducing innovative solutions to complex challenges while balancing user needs, business goals, and technical constraints.

EXPERIENCE

January 2019 - Present

VodafoneThree - Lead UX Designer, Experimentation

- Conduct user research, gather insights, and create wireframes and UI designs ensuring solutions are user-centred and aligned with business goals within an agile agency environment.
- Design experiences for A/B and multivariate tests, enabling data-driven, personalised solutions that inform continuous optimisation.
- Collaborate closely with commercial, product, and development teams to iterate and refine experiments based on performance data, ensuring maximum impact on KPIs and user engagement.
- Continuously refine and innovate design strategies to meet evolving user needs, while enhancing experiences across all platforms.

April 2021 - January 2023

Total Active Hub - Head of Design, Consultant

- Led UX/UI design for a global platform promoting employee health and physical activity.
- Assisted a startup in developing a platform for company-wide fitness challenges, focusing on both individual and team solutions.

April 2017 - January 2019

Waitrose - Lead UX Design Consultant

- Creative Lead to develop a Transformation Strategy for Waitrose's digital services, enhancing user experience.
- Created cross-channel journey maps and implemented a Digital Design System for consistency and optimisation.
- Led initiatives to re-design the App and user accounts.
- Managed the digital experience team, expanding it from 3 to 8 members to strengthen collaboration.

September 2016 - April 2017

HeathWallace - Lead UX Consultant

- Led Bupa's global healthcare portal transformation as Lead UX Consultant at HeathWallace.
- Managed a UX/UI team and oversaw design deliverables.
- Conducted user testing, workshops, and client sign-offs.

January 2014 - January 2017 (part-time)

UserZoom - UX Consultant

- Analysed video content related to user experience on company platforms and provided recommendations.
- Prepared analysis reports and created UX-focused articles to communicate insights.

February 2016 - August 2016

Pharmiweb - Senior UX Consultant

- Consulted on multiple projects for GSK, designing responsive prototypes for their digital presence, including an app for GP surgeries.
- Conducted in-house user testing and presented results to key GSK stakeholders.

June 2011 - October 2015

Three - Senior UX Consultant

- Contributed to key business projects, including store checkout improvements, app development, and the transition to a mobile store.
- Collaborated with product owners, producers, and developers to ensure successful end-to-end project execution.

February 2011 - June 2011

SapientNitro (client Vodafone) - Senior UX Consultant

- Designed the user experience for Vodafone's consumer account management section.
- Collaborated with agency and client teams to improve the customer experience across digital platforms.
- Represented SapientNitro on-site, ensuring team alignment.

January 2006 - February 2011

Yell - UX Designer

- Led user research, design, and usability testing for cross-platform solutions.
- Managed projects from concept to completion.
- Set up and managed an in-house usability lab with eye tracking.

December 2007 - March 2010 (part-time)

Open University - Associate Lecturer

- Taught the Design & Designing course at the Open University, introducing students to contemporary design products and practices globally.
- Provided regular tutorials, learning support, and industry expertise, offering ongoing guidance to students.

December 2001 - December 2005

BBC - Designer

- Developed design strategies such as the CMS system for BBC News online.
- Managed the BBC Oxford digital outlets to increase public exposure and awareness of the website and BBC content.



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

ACHIEVEMENTS

- Fellow of the Royal Society of the Arts.
- 2011
Represented England in rowing, achieving success at Henley Women's Royal Regatta and the British Nationals.
- 2012
Represented Great Britain at the European Triathlon Championships, winning a Gold Medal in my age group.
- 2012
Ranked 3rd British woman in my age group and placed in the top 30 at the Triathlon World Championships.

SKILLS

- Figma, Adobe, Prototyping and final UI
- UX research including interviews, surveys, usability testing and analytics
- Running workshops and design sprints
- Producing clear, persuasive copy for digital products