Lizzie Bailey

About me

I'm an experienced UX designer, with over 8 years in the e-commerce industry, and I'm passionate about inclusive design. I believe in crafting accessible and seamless experiences for all users while maintaining a strong commitment to design excellence. I specialise in mapping comprehensive customer journeys, visually representing complexities across various channels, and creating innovative solutions to address customer needs.

Experience

2022 - present

Holland & Barrett - Senior UX Designer

Designing effortless and satisfying end-to-end journeys spanning multiple pages and platforms, with a particular focus on the website and app.

Responsibilities include:

- Leading horizontal UX design initiatives for projects with touchpoints across our website, app, eCRM and physical stores. Delivering discovery workshops, customer journey maps, landscape analysis, wireframes and hi-fidelity designs. See portfolio at lizziebailey.co.uk for examples.
- Liaising with other designers when journeys I am working on touch their specific areas of focus, collaborating to create designs that work independently and as part of a wider experience.
- Leading Holland and Barrett's accessibility taskforce, a cross-functional group I founded whose purpose is to ensure the website, app, and stores tech are accessible to all users. This involves devising strategy, coordinating discovery of issues, collaboration with squads, and conducting training with large groups of people, resulting in raised awareness and support of our mission.
- Management of a content designer, supporting them in ensuring that all digital copy and content integrates with designed experiences to support the customer on a frictionless journey.

Previously:

- Designing, prototyping and user testing of all elements on search and product listing pages, such as product cards, filters, and the search bar.
- Conducting user research for all relevant initiatives, including surveys, click tests, and unmoderated think aloud studies.
- Management of a UX designer, supporting their career development and working with them to ensure consistent and user friendly experience across the Search and Product Discovery journeys.

2018 - 2022

Lands' End - Senior UX Designer

Previously: UX Designer, 2018 - 2021

Sole designer of all customer facing experiences across Lands' End's fashion e-commerce sites in the UK, France and Germany, including product display pages, product listing pages, checkout and account areas.

Responsibilities included:

- UX design of e-commerce enhancements, including initial solution design, user flows, translating to wireframes, testing prototypes, and creating high-fidelity user interfaces.
- Engaging in customer research through user feedback tools, session replay, and user testing, to determine customer pain-points to address in forthcoming roadmaps.
- Developer hand-off, providing IT teams with in-depth documentation for new features, creating JIRA tickets, and liaising closely with QA to ensure correct delivery.
- Creation and maintenance of design system, used by UX, developers, creative and production teams, to ensure consistency between platforms.

2016 - 2018

Avon - Digital Designer

Previously: Junior Digital Designer, 2016 - 2017

Designing custom web pages, email campaigns, and banner advertisements, and managing design initiatives.
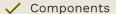
Responsibilities included:

- Design, development and testing of bespoke, mobile-friendly landing pages and emails to provide a platform for Avon Representatives to purchase products and campaign materials for their businesses.
- Managing redesigns of core pages, including workload management, supervising the QA of new implementations, and evaluating processes to improve workflow for future initiatives.
- Design and build of HTML5 banner advertising, from storyboarding through to development, and management of upload to Doubleclick Studio. I also trained the wider team in how to create HTML5 banners using Adobe Animate.

Skills

Figma

✓ Autolayout

✓ Components

✓ Variants

✓ Advanced prototyping

✓ Variables

Coding

✓ HTML5

✓ CSS3

Qualifications

2022

MHFA England - Mental Health First Aider

I am a qualified mental health first aider, enabling me to support colleagues going through difficult times. I have training in depression, anxiety, self harm, eating disorders, and psychosis.

2018

Nielsen Norman Group - UX Certified

I completed a training series with renowned UX experts Nielsen Norman Group. I studied 5 courses and passed exams in all at 90% and above. I am qualified in Web Page UX Design, Information Architecture, Usability Testing, Persuasive Web Design, and Wireframing and Prototyping.

2012 - 2016

Durham University - B.A. Sociology (2:1)

In 2016, I graduated from Durham University with a degree in Sociology which equipped me with excellent analytical and communication skills that have been invaluable for my work in UX.