



Hi there, I'm Josie Baughan.

SHE/HER

As an experienced artist, I love solving creative challenges, improving player experiences, and creating award-winning content for clients.

My strengths lie in creating compelling creative assets and user-friendly content with a focus on seamless design and accessibility. I thrive on working as a team, collaborating with and empowering others to create first-class artwork.

✉ josiebaughan@hotmail.co.uk

🌐 josiebaughan.co.uk

in [linkedin.com/in/josiebaughan](https://www.linkedin.com/in/josiebaughan)

📍 Northampton UK (remote/hybrid)

| SOFTWARE

Adobe Photoshop, Illustrator,
After Effects, XD

Unreal Engine

Figma

WordPress

JIRA

Microsoft Office Suite

Adobe Workfront

| SKILLS

UI/UX

Graphic design

Art & illustration

Copywriting

Web design

Agile methodologies

SEO, UX, accessibility

Excellent communication

Confident working in a fast-
paced environment

| CURRENT ROLE

Senior UI/UX Artist
The Multiplayer Group
October 2023 – present

I currently support the Art and Design teams on multiple AAA projects across a range of genres. My role involves collaborating closely with the UI Art team and other crafts to ensure that we produce the highest quality UI assets, from concept to implementation.

KEY ACHIEVEMENTS

- Leading the UI development and direction for an unannounced project, from research and creation of the UI style guide to wireframing, concepting, and implementation
- Recognised as one of MPG's 'Remarkable Women' in 2024: "*Josie has broken into the games industry at a senior level, and has proved without a shadow of a doubt that she can produce excellent, industry leading UI at a professional level*"
- Participated as a panellist at the Women In Games Careers & Networking Expo 2024

| PREVIOUS ROLES

Owner / Artist
The Artisan Hound
January 2015 – March 2024

I'm an award-winning photographer and artist, founding my own pet portrait brand, The Artisan Hound.

I was responsible for all branding and marketing activities, creating engaging content and artwork across a variety of digital and print channels.

KEY ACHIEVEMENTS

- Developed & delivered the "Canine Wellbeing Certification" training and presentation for the Master Photographers Association in 2022

QUALIFICATIONS

2023
ELVTR
UI/UX for Gaming

2022
Coursera
Google Digital Marketing &
E-commerce Certificate

2009-2010
University of Northampton
Foundation Diploma in Art &
Design

2003-2009
Northampton High School
9 x GCSEs A*-A
3 x A Levels AAB

HOBBIES & INTERESTS

Video and board games

Cosplay

Photography

Animal welfare

Learning Blender

- Created and delivered presentations on canine body language for pet photographers for the Master Photographers Association in 2022
- "Midlands Pet Photographer of the Year" 2021 – Master Photographers Association
- Raised £1,346 for local charity, Animals In Need, in 2021 by shooting, creating and selling calendars
- "Best Brand" and "Best Website" 2019 – Master Photographers Association

Digital Content Manager

Barclays

March 2017 – October 2023

- Led the delivery and optimisation of content across Barclays' digital estate
- Created digital brand guidelines, delivering training for agencies, and upskilling my team
- Redefined business processes and trained my team, increasing our capacity to complete governance tasks by 133%
- Supported homepage A/B testing in 2021, increasing engagement by 168% and card application starts by 15.3%

Digital Content Executive

Barclaycard

November 2015 – March 2017

- Maintained and optimised content on Barclaycard.co.uk
- Delivered a responsive site migration
- Implemented SEO best practice across the site

Copywriter

Barclaycard

March 2015 – November 2015

Offer Analyst

Barclaycard

March 2014 – March 2015

Customer Service Advisor

Barclaycard

January 2012 – March 2014