

CONTACT

✉ josiebaughan@hotmail.co.uk

🌐 josiebaughan.co.uk

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

📍 Rugby UK (remote/hybrid)

SKILLS

UI/UX design

Graphic design

Art & illustration

Accessibility

Excellent communication

SOFTWARE

Adobe Photoshop | Illustrator |
After Effects | XD

Unreal Engine | Unity

Figma

JIRA | Azure DevOps

Microsoft Office Suite

QUALIFICATIONS

2025
MHFA England
Mental Health First Aider

2024
Limit Break Mentorship
Mentorship & Allyship Training

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

Josie Baughan

Senior UI/UX Artist

SHE/HER

As an experienced artist, I love solving creative challenges, improving player experiences, and bringing video game interfaces to life.

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.

CURRENT ROLE

Senior UI/UX Artist

The Multiplayer Group

October 2023 to present

I currently support the development of UI on internal and client projects across a range of genres. My role involves collaborating closely with Art teams and other disciplines to ensure that we produce the highest quality UI assets, from concept to implementation.

KEY ACHIEVEMENTS

- Delivered UI assets for Mediatonic's Fall Guys including nameplates, icons and screen mockups
- Led the UI development and direction for an unannounced project, from research and creation of the UI style guide to wireframing, concepting, and implementation
- Volunteered as a judge for Into Games' IG50 2025 awards
- Joined the Women in Games Ambassador program
- 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 to 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
- 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 to 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 to 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 to November 2015

Offer Analyst

Barclaycard

March 2014 to March 2015

Customer Service Advisor

Barclaycard

January 2012 to March 2014