

Steven Baguley

Experienced writer, editor and creative lead.
I've worked in UX and content design for 10+ years,
bringing creativity, collaboration and an eye for detail.

EXPERIENCE

Content Designer (Wolt, Helsinki)

AUGUST 2024 - PRESENT

Contract leading content design for all courier-facing products.

Senior Content Designer (Google, Zurich)

MARCH 2024 - JULY 2024

Paternity leave cover leading content design for Google Ads teams.

Lead Content Designer (Flo Health, London)

MARCH 2023 - AUGUST 2023

Working in the Health stream on tools to identify health conditions. Complex stakeholder management with product, medical, legal and design, towards a successful second phase rollout to millions of women worldwide.

UX Writing Coach (UX Content Collective)

NOVEMBER 2021 - DECEMBER 2022

Helping writers with design thinking, interviews and career planning.

Content Designer (Soundtrack Your Brand, Stockholm)

NOVEMBER 2021 - FEBRUARY 2023

Working across product teams and marketing to consolidate their tone of voice, informing new product development and marketing with tested content and experiment lines for their 100,000+ account holders.

Content Designer (Projects by IF, London)

JUNE 2021 - DECEMBER 2021

Designing and delivering new work for Google-backed projects in the open source community, for any developer to use. IF stands for responsible design in a world of dark patterns, divested rights and trust threats.

Senior UX Copywriter (Booking.com, Amsterdam)

MARCH 2018 - MAY 2021

Senior craft advocate for 60+ writers, from design system content guidelines to audit frameworks, reusable copy, critique sessions, craft roadmaps and competencies. I led a new tone of voice for their first ever design language, directing a Senior team over a year from discovery to rollout.

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[Email](#)

[LinkedIn](#)

[Portfolio](#)

SKILLS

In-depth strategic insight with operational excellence. Open collaboration, patient leadership, bringing quality and efficient delivery to the projects I work on.

I prioritize working with other creatives in open channels of feedback and critique, and always help advocate for design and content maturity.

EDUCATION

University of Edinburgh
MA English Literature
Sept 2005 - June 2009

First Class Honours focused on American postmodernism and postcolonial literature, two years of linguistics and language courses.