

# 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)

JANUARY 2026 - PRESENT

Leading content design and strategy for a platform unification project between Wolt, Deliveroo and Doordash.

### Content Designer (Booking.com, Amsterdam)

JULY 2025 - DECEMBER 2025

Working on partner-side compliance and regulation topics.

### Content Designer (Wolt, Helsinki)

AUGUST 2024 - JUNE 2025

Leading content design for all courier-facing products.

### Senior Content Designer (Google, Zurich)

MARCH 2024 - JULY 2024

Paternity leave cover working content design for Google Ads teams.

### Lead Content Designer (Flo Health, London)

MARCH 2023 - AUGUST 2023

Complex stakeholder management with product, medical, legal and design, towards a second phase rollout to millions of women worldwide.

### Content Designer (Soundtrack Your Brand, Stockholm)

NOVEMBER 2021 - FEBRUARY 2023

Consolidating tone of voice, informing new product development and marketing with tested content for 100,000+ account holders.

### Content Designer (Projects by IF, London)

JUNE 2021 - DECEMBER 2021

New work for Google-backed projects in the open source community. IF stands for responsible design in a world of 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 (Hons)  
Sept 2005 - June 2009

Focused on American postmodernism and postcolonial literature, two years of linguistics and language courses.