

Nico Baxter

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Profile

Visual & UX Designer with a background in e-commerce, and lean business practice. Experienced in designing and building conversion-focused digital products, from concept through to execution.

Strong focus on visual identity, and user experience.

Key Skills

Design & UX

- UX/UI design (Figma, Framer)
- Responsive web design
- Prototyping & interaction design
- Visual design & brand identity

E-commerce & Product

- Landing pages & content design
- Conversion-focused product pages
- Shopify / digital product flows

Process & Analysis

- Lean / DMAIC methodology
 - Workflow optimisation
 - Experimentation and data-led decision making
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Experience

DAT UK SOUND | Founder / Digital Product Designer

2024 – Present

- Built and launched a digital products brand for music producers
- Designed and developed the website, user experience, and visual identity
- Created marketing content and motion assets for product launches

Festival Essentials | E-commerce UX & Brand Concept

2024 – 2025

- Designed a responsive e-commerce experience focused on fast product discovery
- Developed brand identity and supporting assets

BCA (British Car Auctions) | Yard Operations / Handover Team

2023 – Present

- Coordinated high-volume vehicle handovers across a large-scale logistics site
- Acted as a communication bridge between departments to resolve operational issues
- Identified inefficiencies and contributed to workflow and process improvements
- Took ownership of day-to-day team coordination in absence of senior staff

Education & Certifications

Level 4 Lean Improvement Practitioner (Green Belt): Distinction

UX/UI Design (Figma) | Bring Your Own Laptop: Distinction

BSc Mathematics | University of Kent: 2:2

Tools

Figma, Framer, Photoshop, CapCut, Adobe After Effects (motion design), Shopify, Klaviyo, HTML/CSS tweaks