

Hello, I'm Kathryn Baker

Chicago based Lead UI/UX Designer with over 15 years experience designing beautiful products with the end user in mind. Currently focused on Design System creation and management in Figma and, as always, user-centered mobile first design.

Education

The Illinois Institute of Art

Bachelor of Fine Arts, Graphic Design

- President's Award Recipient
- Layout Editor for The Impressionist

Software and Tools

UI/UX Design

Figma FigJam
Adobe XD Adobe Illustrator

Development

Dreamweaver Storybook
React VS Code

Project Management

Jira Slack
Confluence Microsoft Products

Skills

Architecting Design Systems

Wireframing & UI Prototyping

User-Focused Design

Agile & Deadline driven

Collaboration

HTML & CSS

Creativity

Accomplishments

Square One Award

Honorable Mention

AIGA & STA Chicago Member

Experience

Halo Investing

Lead Product Designer | 2021 – Present

- Responsible for building and maintaining the Halo Design System, Spartan
 - The Halo application received a 71 NPS score with 610 responses in March 2023
- Designed a variety of new products including:
 - *Pershing Investing* launched February 2023, 500 new users with \$50 million in orders monthly
 - *Separately Managed Accounts* launched April 2023, produced \$40 thousand in new notional
- Redesigned a variety of existing products to move from the outdated legacy system into a React framework with a focus on optimal user experience
- Constant collaboration with development, product management, and the business

Options Clearing Corporation

Lead UI Designer | 2016 – 2021

- Designed and architected the Design System for OCC's Clearing Product
- Redesigned theocc.com and optionseducation.org
- Daily collaboration with other designers, the business and development teams
- Illustrated design concepts using sitemaps, storyboards, and process flows
- Enhanced and maintained company-wide brand standards

Camping World

Web Designer | 2015 – 2016

- Designed and maintained the visual elements of CampingWorld.com with a focus on cross device and browser testing
- Designed and developed AutoMatchUSA.com, RVLiquidations.com, and RVs.com
- Translated user testing into visual mocks across various platforms and delivered to development
- Design, developed, and deployed national RV Sales e-mails

OfficeMax, Inc.

Web Interface Designer | 2012 – 2015

- Developed visual and html templates based on brand style guides for OfficeMax.com
- Managed daily, weekly and seasonal promotions including the design and development for all of the digital products
- Implemented testing on OfficeMax.com to raise site-wide performance and increase sales
- Collaborated with the e-mail, marketing, and merchandising teams to produce the most effective designs

The Cary Company

Graphic Designer | 2011 – 2012

- Developed brand standards and created marketing materials for the packaging and chemical divisions
- Redesigned the e-commerce websites: TheCaryStore.com and EmptyPaintCans.com