

Bailey Thigpen

Senior Product Designer

Raleigh, NC, USA | thigpen.j.bailey@gmail.com | +1 (919) 818-0813 | www.baileythigpen.com

SUMMARY

Senior Product Designer & Design Lead with 7+ years of experience driving user-centered UX/UI design across enterprise SaaS, health & wellness, eCommerce, entertainment, and more. Skilled in simplifying complex workflows, scaling design systems, optimizing cross-functional workflows, and driving measurable impact to exceed key product and business goals.

WORK EXPERIENCE

Senior UX Designer

Daxko, October 2024 - May 2026

Led web and mobile product design for the top operational software in the health and wellness space.

- Founded and led a design system engineering team, significantly accelerating adoption.
- Designed a 0-1 AI-powered onboarding journey to reduce churn in the first 6-months.
- Spearheaded internal AI optimization initiatives, establishing workflows adopted across teams.
- Identified 20+ UX quick wins to urgently address low NPS scores.
- Improved core membership management flows that accounted for 58% of support tickets.
- Established Figma branching protocols and reusable file templates, adopted across the design team.
- Optimized legacy Figma components, boosting file performance by 140%, enabling rapid iteration.
- Executed an A/B test via live webinar and targeted Lyssna survey for home page optimization.
- Delivered concept designs, securing a \$2B enterprise client.

Senior Product Designer

Rithum (formerly ChannelAdvisor), July 2023 - April 2024

Led design for 8+ product and engineering teams for the world's leading eCommerce management platform.

- Designed a recommendations feature generating \$50 million+ in GMV within 3 months of release.
- Pioneered the first AI feature for product categorization, reducing user effort from days to minutes.
- Led a company rebrand for the user interface, modernizing and unifying the product suite.
- Managed the enterprise design system, establishing scalable patterns and guidelines.

Product Designer

ChannelAdvisor, March 2021 - July 2023

Drove end-to-end product design for this data heavy enterprise e-commerce tool.

- Designed a digital marketing dashboard with complex data visualization and drill-down capabilities.
- Revamped user onboarding through a step-by-step guided experience to launch on new marketplaces.
- Conducted 50 user interviews to map the end-to-end customer journey, identifying critical friction.
- Constructed a Figma component library from scratch, improving design consistency across platforms.

UX/UI Designer

Freelance, May 2020 - February 2021

Completed a variety of freelance design and research projects while pursuing continuous learning.

- Designed an operations management platform for a booking agency, streamlining workflow efficiency.
- Completed 10 advanced courses in UX/UI design and 5 full-scale portfolio design projects.

- Provided usability consulting for 10+ digital products, authoring detailed heuristic evaluations and testing reports.

UX Designer

RoadNation, August 2019 - April 2020

Executed design and research for this 0-1 music tech startup, guiding the product from initial concept to launch.

- Architected user flows and wireframes for both admin-facing and user-facing web application portals.
- Executed 30+ user interviews and usability testing sessions, translating feedback into refined user stories and feature iterations.
- Held whiteboarding brainstorm sessions with product managers, designers, engineers, and clients in our beta group.

EDUCATION

The University of North Carolina at Greensboro

Bachelor of Arts (B.A.)

Minors in Business and Entrepreneurship

Summa Cum Laude

August 2015 - May 2019

SKILLS & COMPETENCIES

Product Design: UX/UI Design, Interaction Design, Design Systems, Information Architecture, User Flows, Wireframing, Prototyping, Rapid Prototyping, Visual Design, Responsive Design, Web Applications, Mobile Design, Accessibility (WCAG), Human-Centered Design (HCD), User-Centered Design (UCD), Design Thinking, Generative AI Prototyping, AI-Assisted Design, AI-Enabled Design Workflows

Research & Strategy: UX Research, Usability Testing, User Interviews, Journey Mapping, AI-Assisted Research & Analysis, Task Analysis, Persona Development, Competitive Analysis, Surveys, A/B Testing, Data-Driven Design, Product Discovery, Product Strategy, Experimentation

Leadership & Collaboration: UX Strategy, Cross-Functional Leadership, Stakeholder Management, Roadmap Prioritization, Executive Communication, Design Workshops, Design Critiques, Agile/Scrum, Design Operations, Process Improvement, Presentations, Team Mentorship, Requirements Definition, Vision & Strategy

Tools & Technologies: Figma, FigJam, Miro, HTML/CSS, Storybook, GitHub, Pendo, Jira, Confluence, Notion, Aha!, Claude (Claude Cowork, Claude Code), ChatGPT, Magic Patterns, Figma MCP, Figma Make, Lyssna, Google Workspace, Microsoft Office Suite, Slack