

# Bailey Thigpen

## Senior Product Designer

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### SUMMARY

Product designer with 6 years of experience crafting intuitive and innovative SaaS solutions. Renowned for meticulous organization and a data-driven approach, with proven ability to transform complex interfaces into user-friendly experiences.

### WORK EXPERIENCE

#### Senior Product Designer at ChannelAdvisor (now Rithum) (July 2023 - April 2024)

Led design initiatives across 8+ product and engineering teams for the world's leading multi-channel eCommerce platform.

- Designed a recommendations feature driving over \$50 million in gross merchandise value (GMV).
- Designed and tested an AI-powered data mapping experience that reduced user effort from days to minutes.
- Led a company rebrand for the ChannelAdvisor user interface, modernizing and unifying the product suite.
- Usability tested an Artificial Intelligence data suggestions tool, resulting in the need for a redesign.
- Managed the design system and component library, establishing scalable patterns and guiding principles.

#### Product Designer at ChannelAdvisor (March 2021 - July 2023)

Delivered exceptional design solutions by prioritizing agile design practices, in-depth research, and innovative thinking.

- Designed a digital marketing dashboard featuring advanced data visualization and complex drill-down capabilities.
- Revamped the onboarding experience by introducing a step-by-step guide for launching on new marketplaces.
- Conducted over 50 user interviews, mapping the entire end-to-end customer journey for deeper insights.
- Built a component library in Figma from scratch, resulting in more cohesive and precise design outcomes.

#### UX/UI Designer - Freelance (May 2020 - February 2021)

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

- Designed a task management platform tailored for a music booking agency, streamlining their operations.
- Provided usability consulting for multiple products, leveraging insights as a dedicated user tester.
- Completed 10+ courses in UX/UI design, theory, and research, broadening skill sets and knowledge.
- Delivered 5 full-scale portfolio projects, from initial research to high-fidelity design prototypes.

#### UX Designer at RoadNation (August 2019 - April 2020)

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

- Designed wireframes for both client and end-user interfaces, ensuring a seamless experience.
- Developed user personas and streamlined complex user flows to enhance usability.
- Conducted 30+ user interviews and usability tests to refine product features.
- Collaborated with product managers, UI designers, and engineers to iteratively plan, design, and build.

### SKILLS

**Design:** UX/UI Design, Design Systems, Wireframing, Prototyping, Responsive Design, Accessibility, User Flows

**Research:** Usability Testing, User Interviews, Surveys, Data Analysis, Journey Mapping, Competitive Analysis, Personas

**Soft Skills:** Communication, Collaboration, Organization, Storytelling, Problem-Solving, Critical Thinking, Time Management

**Leadership:** UX Strategy, Product Thinking, Workshops, Process Development, Peer Reviews, Vision Work, UX Advocacy

**Tools:** Figma, FigJam, Miro, Pendo, Google Analytics, Framer, Jira, AHA, Google Workspace, Microsoft Office Suite, Slack

### EDUCATION

#### The University of North Carolina at Greensboro (August 2015 - May 2019)

Graduated Summa Cum Laude with a Bachelor of Arts degree and minors in Business and Entrepreneurship.