Christian Baptiste

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Experience

UX PRODUCT DESIGNER	**27 YRS**
DESIGN LEADER	**15 YRS**

Public, Private Startups, Enterprise, B-C

• FIVE9	2021 - Current
• CORDERUM	2020 - 2021
• OMNISCI/HEAVY.AI	2018 - 2020
• APTTUS	2015 - 2018
• IBM	2012 - 2015
• DEMANDTEC/IBM	2009 -2012
• SEARCHFORCE	2007 - 2009
• SONIC SOLUTIONS/ROXIO	2005 - 2007
• SIEBEL	2003 - 2005
• OIVS & WEB-EZE	2001 - 2003
• ZIP ⏐ SEND	1998 - 2001

Core Leadership Competencies

- USER-CENTRIC & TECHNOLOGY INNOVATION
- DRIVING INNOVATION VISION & STRATEGY
- CROSS-FUNCTIONAL COLLABORATION
- TEAM LEADERSHIP & DEVELOPMENT
- UNIFICATION & ALIGNMENT
- HIGH OUTPUT DELIVERY
- PROCESS AND SYSTEM EFFICIENCY

Highly Accomplished UX & Product Design Leader

Proven track record of driving innovation, fostering collaboration, and delivering significant business impact. Expert in unifying complex systems, championing user-centric design, and building high-performing teams. Adept at transforming product portfolios and delivering groundbreaking solutions, consistently exceeding strategic objectives.

Team Leadership & Development

- **Built High-Performing Teams:** Transformed and scaled product design teams, achieving a **500% increase in production** through process optimization and skill enhancement.
- **Fostered Collaborative Culture:** Instituted a "level up together" approach, including bi-weekly "hackery" sessions and quarterly retrospectives, promoting open communication, collaborative learning, mentorship, and shared knowledge transfer.
- **Driven Efficiency**: Achieved full backlog burndown of hundreds of design tickets, ensuring timely delivery and stakeholder satisfaction.
- **User-Centric Philosophy:** Championed a user focused "design for the bookends" philosophy, ensuring user-friendly applications that cater to both novice and expert users, leaving no customer behind.
- **Customer Relationships:** Implemented user research, collaborative feedback, and early product direction validation.

Cross-Team Achievements & Contributions

- **Full Portfolio:** Provided design leadership and support for 25+ internal and external applications, collaborating effectively with 55+ product managers and large development teams.
- **Design System & Front-End Leadership:** Spearheaded the creation and integration of a comprehensive design system/component library featuring over 5,800 Figma and React Storybook components, resulting in a 10x production efficiency, improved UX consistency and 98% WCAG compliance. This included co-managing and hiring a dedicated UI library development team.

Recent Key Career Achievements, & Contributions

- **Strategic Product & AI Innovation:** Pioneering groundbreaking CX Agent software with full omni-channel and native AI-assisted experiences, unifying teams. This involved leading the design of Five9's industry-defining AI suite, which includes Agentic virtual AI Agents, and first-to-market native live Agent Assist (with AI guidance, automated tasks, AI (RAG) knowledge lookup, automated quality management (AQM), AI Insights, "Talk to your data" and post interaction summaries). The work also encompassed AI Admin applications for multi-model AI prompt creation and testing (GenAI Studio), intent and event rule builder, IVA flow builder (Studio), workflow automation (WFA) , and MCP libraries.
- **Business Transformation & Cost Savings:** Unified four disparate reporting systems, generating an annual savings of $2M by eliminating external vendor costs and greatly enhancing Five9's reporting and analytics offerings.