

# Christian Baptiste

Director of Experience and Product Design

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## ABOUT

Running successful product design projects for over 24 years as an accomplished user experience and product design managing director.

Built successful multi-functional design teams that focus on high production, integrated, collaborative product design methods with core values around communication, alignment, transparency, and inclusion.

My mantra is “**Every Experience Matters**”, this holds true when; conducting cross-department design thinking sessions, integrating with other teams, working directly with my teams, and (of course), we are designing delightful applications for our customers.

Being a systems guy I am continually focused on improving the quality and the productive output.

While my passion is design, I lead because I am dedicated to fostering strong relationships. Through growth driven mentoring I am committed to building confidence, expertise, and humility with my teams and with each designer independently.

## ACCOMPLISHMENTS

- 24 + years successfully designing applications
- Built and nurtured many customer relationships
- Built amazing design teams
- Hired, trained, mentored, and promoted many designers
- Designed apps for hundreds of happy customers
- Massive revenue and user acquisition up-tics
- Designed the first 1 click purchasing experience
- Designed the first viral email marketing campaign

## APPROACH

- “IDEO” and “IBM Hill”'s approach to design thinking
- Learn, iterate, communicate, refine, validate, deliver
- Sprint planning, critiques, retrospectives
- Inspire and be inspired, teach and be taught
- Team monitoring, reflection, refinement, and growth

## LATEST TOOLS

### Design

Figma, Figjam, Mural, Sketch, Invision, Principle, Adobe Creative Suite, Fireworks,

### Project Management

Jira, Jira Cloud, Trello, Confluence, Asana, Google Suite, Slack, Calendly, Zoom, Team Gantt

## EXPERIENCE

▀ Corderum 2020 - 2021  
VP of Experience and Product Design

I led all things related to customer and employee experiences, product design, product management, and business strategies. Starting from solid user research we designed a solid interactive prototype used to obtain investment capital and customers.

▀ OmniSci/MapD 2018 - 2020  
Director of UX and Product Design

Hired and led a team of designers to produce OmniSci's revolutionary enterprise and cloud analytics applications. Designing for the bookends my team created amazing, innovative, contextual, and delightful ways to extract insights from terabyte size data in milliseconds. By combining Geospatial with millisecond precision date and time data. We designed and built the most powerful cross-filtering and cohort creation tools of any analytics applications.

▀ Apttus 2015 - 2018  
Director of UX and Product Design

Principal design lead for the Apttus platform, my team and I designed the most popular Quote-to-Cash (QTC), Contract Lifecycle Management (CLM), Business eCommerce, Admin, ABO, and Sales Incentives applications and was recognized as a Leader in Gartner's Magic Quadrant scoring highest in all 6 Categories.

▀ IBM/DemandTec 2009 - 2015  
Principal UX and Product Design Lead

Principal Design Lead for IBM's Digital Analytics, Customer Analytics, Coremetrics, and Tea Leaf applications.

Principal Design Lead for DemandTec's Promotion, Markdown, Shopper Insights, Allowance Billing, Price Optimization, Customer Trade, Assortment Planning, and Deal Management applications used by most of the major retailers around the world. I also led the team that designed DemanTec's platform, component library, and full design system.

▀ SearchForce 2007 - 2009

▀ Roxio/Sonic Solutions 2005 - 2007

▀ Siebel/Oracle 2003 - 2005

▀ Online Instructional Videos 2001 - 2003

▀ Zip|Send/Frog Magic 1997 - 2001