






CHRISTIAN BAPTISTE

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Experience

UX PRODUCT DESIGNER27+ YRS


DESIGN LEADER15+ YRS

-  FIVE9

11/2021 - 08/2025

Head of Product Design and UX
-  CORDERUM


04/2020 - 10/2021

VP of Experience/S.Director of Product Design
-  OMNISCI/HEAVY.AI

02/2018 - 03/2020

Director of UX and Product Design
-  APTTUS


07/2015 - 02/2018

Director of UX and Product Design
-  IBM/DEMANDTEC


05/2009 - 07/2015

Principal UX Designer and Product Design Lead
-  SEARCHFORCE

02/2007 - 03/2009

Principal UX and Product Design Lead
-  SONIC SOLUTIONS/ROXIO

05/06 - 02/07

Senior Web Designer - Front End Developer
-  SIEBEL

06/2003 - 05/2006

Senior Web Designer - Front End Developer
-  OIVS & WEB-EZE

01/2001 - 06/2003

Web Designer - Front End Developer
-  ZIP | SEND

03/1997 - 01/2001

Interaction Product Designer - Front End Developer

Visionary Head of UX/Product Design

15+ years of design leadership with a proven record of driving business growth through strategic decision-making and championing user-centered design across complex domains, including AI, CX, Big Data Analytics, Commerce, and CRM.

I excel at articulating a compelling vision and empowering cross-functional teams to tackle complex challenges with curiosity and a bias for action, grounded in rigorous research, design excellence, and customer validation.

I cultivate a high-performance culture grounded in mentorship, continuous learning, and reliable delivery, translating "big picture" strategic vision into the execution of immediate, high-impact results that enable design excellence and directly fuel business growth.

Recent Accomplishments Team Leadership & Development

- Operational Scale:** At Five9 I transformed design operations to achieve a **500% increase in production** and **100% on-time delivery**, fully eliminating a historic backlog of hundreds of design tickets.
- Design System Strategy:** Built a comprehensive system (**5,800+ Figma/React components**), **boosting dev efficiency by 10x, UX Consistency**, and **ensuring 98% WCAG compliance**. Hired and co-managed the dedicated UI engineering team.
- Culture & Growth:** Cultivated a "level up together" culture via bi-weekly "hackery" sessions and retrospectives, driving mentorship and collaborative learning.
- Research Integration:** Institutionalized user research cycles and early feedback loops to validate product direction and reduce rework.

Recent Key Career Achievements, & Contributions

- Strategic Product & AI Innovation:** Pioneered groundbreaking full omni-channel and native AI-assisted live CX agent and virtual agent experiences.
- AI Suite Architecture:** Led the design of Five9's industry-defining AI suite, including Agentic Virtual AI Agents and first-to-market native live Agent Assist.
- Feature Implementation:** Delivered AI Guidance, Automated Tasks, AI (RAG) Knowledge Lookup, Automated Quality Management (AQM), AI Insights, and Post-Interaction Summarization.
- Admin & Tooling:** Designed AI Admin applications such as GenAI Studio (for multi-model prompt creation), Intent and Event Rule Builder, IVA Flow Builder, and Workflow Automation.
- Strategic Portfolio Consolidation:** Directed the strategy to merge redundant applications and overlapping features into a unified customer offering. This consolidation (including SSO) streamlined the product ecosystem, reducing churn and simplifying sales demos.
- Cost Savings & Unification:** Unified four disparate reporting systems into a single analytics suite, generating **\$2M in annual savings** by eliminating external vendor dependencies

Cross-Team Achievements & Contributions

- Cross-Functional Leadership:** Led design for **25+ applications** (supporting **55 Product Managers & 250 Developers**) while shifting strategy to a user-centric "designing for the bookends" approach that serves both novices and experts.

Design Leadership

- **Visionary Leadership:** Creating a compelling vision for the design team that aligns with business goals.
- **Mentorship, Coaching and Leveling Up:** Fostering the growth of individual designers with constructive feedback, developing career paths, peer to peer mentorship, and collaborative learning.
- **Recruitment & Talent Development:** Identifying and attracting top design talent while building a diverse and inclusive team.
- **Resource Management:** Allocating budgets and resources effectively to maximize team output and impact.
- **Holistic Design Thinking:** Applying design principles to solve complex problems across the entire product lifecycle.
- **User Research:** Directing and interpreting user research to uncover insights and validate hypotheses.
- Needs Extraction, Empathy and Journey Mapping
- **Interaction & Visual Design:** Maintaining a high bar for design quality, usability, and aesthetic appeal.
- **Prototyping & Testing:** Guiding the team in creating and testing prototypes to refine and validate solutions.

Design Experience

Titles | Expertise | Specializations

- User Experience Design, UX, UED
- Visual Design, User Interface Design
- Prototyper, Rapid Prototyping
- Information Architecture
- Interaction Designer
- User Researcher

Design Systems

- Design Systems Manager
- WCAG Accessible Components
- Responsive Components
- UX/UI Library Sync
- Usage Documentation
- Token Styles/Variables

User Research

- Design Thinking Methodology
- Creative Thinking Techniques
- Focused on User and Customer Needs
- Persona, Journey and Empathy Mapping
- Competitive Analysis
- Product Validation and Usability Testing

Methods, Process and Systems

- User Focused, HCI - Human Computer Interaction
- Communicator/Visual Storyteller
- User-centered Design, HCI (Human Computer Interaction)
- Responsive Design, Mobile First, Mobile Web, and Native Mobile Applications
- Information Architecture
- Persuasive UX: Ethics of Persuasive Design
- Inclusive, Responsible and Accessible Design

Executive Leadership

- **Strategic Thinking & Planning:** Translating broad, high-level business objectives into actionable design strategies, creating targeted solutions that drive results.
- **Market & User Empathy:** Deep understanding of target users, market trends, and competitive landscapes.
- **Data-Driven Decision Making:** Using quantitative and qualitative data to inform design decisions and measure success.
- **Executive Presence:** Effectively communicating design value, strategy, and results to executive leadership.
- **Cross-Functional Collaboration and Alignment:** Partnering with product management, engineering, marketing, and other teams to ensure alignment and smooth execution.
- **Stakeholder Management:** Influencing and building consensus among various stakeholders with different priorities.
- **Communication and Storytelling:** Crafting compelling narratives to articulate design decisions and their impact.
- **Creating Collaborative Cultures:** Fostering an inclusive and collaborative environment that inspires innovative thinking and celebrates individual creativity.

Field Experience

AI/ML/NLP

- Artificial Intelligence (AI)
- Machine Learning (ML)
- AI Prompting
- Agentic AI, and Agentic Virtual Agents
- Artificial Intelligence for Design
- Natural Language Processing (NLP)
- Large Language Models (LLM)
- AI RAG Based Knowledge (RAG)

Reporting and Analytics

- Insights, AI Insights
- Analytics, Business Analytics
- Data Analysis
- Data Visualization
- Report and Dashboard Customization
- Cross Filtering Dashboards
- Custom Pre and Post Filtering
- Cohort/Segmentation Creation
- Anomaly detection

Industries

- Customer Experience Management (CXM, CX)
- Reporting and Analytics
- Commerce and eCommerce
- CRM, Marketing & Lead Gen
- Government and More

Certifications

- Pragmatic Certified
- CooperU - Advocating For Humans
- IBM Design Camp Certified
- CPQ (Configure Price Quote)/Quote-to-Cash Certified