

CHRIS K. BAILEY

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EXPERIENCE

RADIANT DIGITAL

UX Designer | June 2021 - February 2024

Verizon, Universal Studios, BrainAbouts, and AGID

- Enhanced Verizon's backend network support tool by redesigning key system functions to improve performance and efficiency. Leveraged insights from UX research, through a collaborative effort with UX researchers, to identify and capitalize on growth opportunities for back-end tools, ultimately refining the tool's design resulting in increased employee satisfaction and improving efficiency.
- Achieved significant improvements in Universal Destinations & Experiences by designing and researching six critical components, based on feedback from extensive user testing with over 40 participants. This effort included the creation of detailed documentation to facilitate a smooth transition for developers.
- Successfully led the first-year redesign of BrainAbouts, focusing on enhancing user experience through in-depth UX research, developing user personas, and addressing initial design challenges. This process involved establishing a new design system and working closely with developers to ensure a thorough and cohesive website redesign.
- Improved the mobile user experience for AGID.gov's new users by directing a comprehensive revamp, which included conducting UX research to validate new designs. This project seamlessly moved from design to implementation, supported by the establishment of a new design system based on USWDS to ensure an intuitive and user-friendly mobile experience.

CITY OF ATLANTA

Freelance Graphic Designer | July 2021 - August 2021

- Collaborated with the City of Atlanta's emergency teams to develop a brand and styling guide that matched existing related agencies in other states. The design was rolled out to the public to promote team identity and brand cohesion in media including apparel, home goods, and commemorative coins.

LIFETOUCH

School Yearbook & Sports Photographer | August 2020 - April 2021

- Worked with children, teens, adults, and individuals with special needs to create a unique experience that helped each subject feel welcomed and safe to express themselves honestly and happily.
- Established effective non-intrusive techniques for taking live sporting event photos.
- Took into consideration all of the stakeholder needs, budgeted for travel, and managed clients.

EDUCATION

SAVANNAH COLLEGE

OF ART AND DESIGN (SCAD)

B.F.A. UX Design | 2014 - 2019

Minor in Game Design

AWARDS

Wolf of UX 2023

Parallel project management skills

Most Innovative Design 2023

Redesign of AGID

Most Innovative Design 2022

Redesign of BrainAbouts

SKILLS

SOFTWARE

Figma/Sketch

InVision

Adobe Creative Suite

Microsoft/Google Suite

JIRA

Keynote

DESIGN

UI/UX Design

Visual Design

Graphic Design

UX Research Methods

Data Visualization

Information Architecture

Site-Mapping

User Personas

User Flows/Journeys

Storyboarding

Wireframing

Prototyping/Animating

Storytelling