DEIDRE DIANE BAIN

SENIOR UX/UI DESIGNER | ARCHITECT

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EDUCATION

AA Web Design & Multimedia
Art Institute of Atlanta

BFA Graphic Design
Savannah College of Art and Design

EXPERTIES

- User-Centered Design (UCD)
- User Research & Testing
- Interaction Design
- Information Architecture (IA)
- Wireframing & Prototyping
- Design Systems & Style Guides
- Data-Driven Design & Analytics
- Cross-Functional Collaboration
- Product Strategy
- Agile & Scrum Methodologies
- Responsive & Adaptive Design
- Accessibility (a11y)
- Visual & UI Design
- Figma & Adobe Creative Suite
- Stakeholder Management

PROFESSIONAL SUMMARY

A Senior UX/UI Designer and Architect with 15+ years of experience crafting intuitive, data-driven digital products for Fortune 500 and leading B2C/B2B companies. Expert in translating complex business challenges into user-centric solutions that boost engagement, conversion, and satisfaction. Proven leader in cross-functional Agile environments, passionate about building design systems, mentoring teams, and delivering exceptional user experiences from concept to launch.

PROFESSIONAL EXPERIENCE

JUN 2024
CURRENT

STRATEGIC CONSULTING & DESIGN
REMOTE

Grace Kennedy/Western Union

- **Situation:** Modernizing GK-WU traditional loyalty program to boost digital engagement and data insights.
- **Action:** Leading UX research and design for a mobile app with rewards tracking, a points system, personalized offers, and service integration.
- **Result:** Successfully building a modernized digital loyalty program that enhances customer engagement and security, unlocks valuable data insights for targeted marketing, reduces operational costs through digitization, and strengthenes overall brand loyalty.

FEB 2023
JUN 2024

SENIOR USER EXPERIENCE DESIGNER
ATLANTA GA

Jaipur Living

- **Situation:** Tasked with modernizing a key e-commerce platform to improve user engagement and sales conversion.
- **Action:** Led the UX redesign of core user flows, including Product Listing Pages (PLP) and Product Description Pages (PDP). Created low and high-fidelity wireframes and interactive prototypes in Figma to facilitate stakeholder alignment and user testing.
- **Result:** Drove a 15% increase in sales conversion on redesigned pages and successfully launched an Educational Workshop Portal that enhanced customer loyalty and repeat traffic.

AUG 2021
FEB 2023

SENIOR USER EXPERIENCE ARCHITECT
REMOTE

Ameriprise Financial

- **Situation:** Challenged to improve the usability and adoption of complex wealth management digital tools for financial advisors.
- **Action:** Spearheaded the UX design for new data visualization modules and created a library of reusable design components. Partnered closely with Product and Engineering from discovery to final hand-off.
- **Result:** Achieved a 15% lift in user satisfaction scores for new tools and streamlined the development process, reducing front-end implementation time by an estimated 10%.

METHODOLOGIES

DESIGN THINKING
Problem solving based on understanding the user's needs

LEAN UX
Rapid, collaborative approach, focusing on validated learning

AGILE UX
Work cycle or sprints designed for iterative progress.

DOUBLE DIAMOND
Designing stages: Discover, Define, Develop, and Deliver

SOFTWARE STACK

- Figma
- Sketch
- Adobe XD
- Adobe CS
- InVision
- Jira
- HTML/CSS
- Google Analytics

LOCATIONS

Remote Work Expertise

Time Zone Flexibility

Authorization to Work in the UK & USA

PROFESSIONAL EXPERIENCE

MAR 2017 – AUG 2021

SENIOR USER EXPERIENCE ARCHITECT
AT&T — ATLANTA GA

- **Situation:** Hired to enhance the usability of OPUS, a critical enterprise application used by thousands of customer service representatives.
- **Action:** Redesigned key user workflows for both mobile and desktop, integrating Salesforce for a seamless cross-platform experience. Advocated for user-centric design changes based on usability testing and feedback.
- **Result:** Increased task completion rates by 20% and reduced average handle time, directly improving operational efficiency and user productivity.

OCT 2015 – MAR 2017

PRODUCT DESIGNER
The Weather Company/IBM — ATLANTA GA

- **Situation:** The Pangea project required unifying complex meteorological data into an intuitive mapping interface that served both casual users checking forecasts and professional users making critical weather-dependent decisions.
- **Action:** Designed and conducted usability tests for the Pangea mapping project, creating prototypes and interactive click-throughs based on user personas and real-world scenarios.
- **Result:** Identified and resolved critical usability issues prior to launch, leading to a more intuitive map interaction experience and positive user feedback on key features.

FEB 2014 – SEP 2015

ART DIRECTOR, UX/UI DESIGNER
ClickMore Media — ATLANTA GA

- **Situation:** Cox Media Group needed to scale their digital presence across multiple local news properties while maintaining brand consistency and improving audience engagement in a competitive market.
- **Action:** Designed and implemented a suite of customizable web and mobile templates for Cox Media Group, accompanied by a comprehensive style guide.
- **Result:** Efforts contributed to a 30% increase in unique visitors and standardized design elements across 50+ sites, ensuring brand consistency and speeding up time-to-market.

SEP 2012 – OCT 2013

UX/UI DESIGNER
Satori Interactive — ATLANTA GA

- **Pioneered:** The digital transformation of pharmaceutical sales tools, converting physical detailers for brands like Tritak and Heartgard into engaging, interactive digital experiences for veterinary sales teams.
- **Result:** Enhanced product comprehension and usability, modernizing the brand presentation to drive sales team engagement and effectiveness.

CORE COMPETENCIES

- **Design & Strategy:** User-Centered Design (UCD), Design Thinking, Interaction Design, Information Architecture, Wireframing & Prototyping, Data-Driven Design, Design Systems.
- **Front-end knowledge:** Strong proficiency in HTML5, CSS3, JavaScript (React, Vue, or similar framework). Experience with CMS platforms, Version control, data visualization and dashboarding.
- **Research & Analysis:** User Research & Personas, Usability Testing, A/B Testing, Analytics (Google Analytics), Journey Mapping, Accessibility (WCAG)
- **Strategic Leadership & Vision:** Product Strategy, UX Roadmapping, Stakeholder Management, Design Mentorship, Cross-Functional Alignment, Workshop Facilitation.