

DEIDRE DIANE BAIN

SENIOR UX/UI DESIGNER | ARCHITECT

PHONE :
+1 404 454 3956

E-MAIL :
hello@imalimedia.design

ADDRESS:
Atlanta GA

ARTIST STATEMENT

As a UX/UI designer, my work is rooted in a passion for blending art with function, creating digital experiences that are beautiful and intuitive. I approach each project as a new story, driven by empathy and meticulous attention to detail, crafting designs that simplify complex ideas and resonate with users.

Thoughtful design enhances people's lives, connecting them more deeply with the digital world. Through collaboration and a commitment to user-centered solutions, I strive to build interfaces that are not only effective in the moment but leave a lasting, meaningful impact.

MY HIATUS

In early 2024, I took a brief hiatus from my career to support my mother following her recent diagnosis of dementia. This time allowed me to ensure she had the right care and resources in place, it also provided me with a renewed perspective on empathy and resilience.

Now I am committed to resuming my career in UX/UI design with a fresh outlook. I'm excited to apply my experience and new insights to create impactful, user-centered solutions.

WARM GREETINGS

With over a decade of experience as a UX/UI Designer and User Experience Architect, I bring a strong background in transforming complex requirements into intuitive and engaging user experiences. My experience across diverse industries—including financial services, telecommunications, and e-commerce—has given me the versatility and technical depth needed to make a meaningful impact on your team.

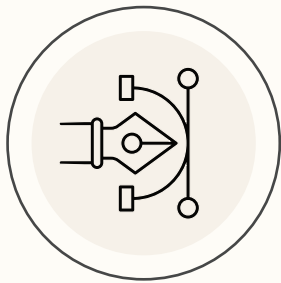
Most recently, as a Senior UX Designer at Jaipur Living, I led the redesign of core e-commerce experiences, from Product Listing Pages to an Educational Workshop Portal. I collaborated closely with cross-functional teams to build interactive, user-focused designs that boosted engagement and sales conversions. My approach to combining research-backed insights with clean, functional interfaces led to a seamless rollout of these key features, strengthening brand reputation and user satisfaction.

Throughout my career, I have consistently demonstrated my ability to create compelling, user-centered designs that meet both business and user needs. At Ameriprise Financial, I worked on wealth management tools that required a high level of accuracy and usability for a diverse client base. By innovating data visualizations and producing modular design components, I contributed to a 15% improvement in user satisfaction scores. I am equally comfortable in Agile, Waterfall, and hybrid workflows, adapting my design process to ensure quality outcomes in any environment.

In addition to my UX/UI design expertise, I bring a proven record of collaboration and mentorship, often working alongside product managers, developers, and fellow designers to drive cohesive project outcomes. I am confident that my commitment to user-centered design, technical acumen, and collaborative spirit make me an excellent fit for any environment.

Please feel free to reach out at your convenience to discuss how my experience aligns with your team's goals. I look forward to the possibility of working together to create impactful, user-friendly digital experiences.

Sincerely,
DEIDRE BAIN



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EDUCATION

2003 – 2005
BFA Graphic Design
Savannah College of
Art and Design

2010 – 2011
AA Web Design &
Multimedia
Art Institute of Atlanta

EXPERTISE

- User-Centered Design (UCD)
- Wireframing & Prototyping
- User Research & Testing
- Interaction Design
- Design & Branding
- Information Architecture (IA)
- Cross-Functional Collaboration
- Design Systems & Style Guides
- Data-Driven Design & Analytics
- Responsive & Adaptive Design
- Accessibility (a11y)
- Presentation Skills

PERSONAL STATEMENT

I am an experienced Senior UX/UI Designer with over a decade of expertise in creating intuitive, user-centered digital experiences across industries like finance, e-commerce, and telecommunications. I excel at translating complex requirements into clear, engaging interfaces that enhance user satisfaction and drive business results. Most recently, I led key design projects at Jaipur Living and Ameriprise Financial, achieving measurable improvements in user engagement and satisfaction. With a strong foundation in Figma, Adobe Creative Cloud, Agile methodologies, and a commitment to collaboration, I am eager to bring my skills and experience to create impactful, user-friendly solutions.

WORK EXPERIENCE

- 2023
2024

SENIOR USER EXPERIENCE DESIGNER

Jaipur Living

ATLANTA GA

Led the redesign of core e-commerce experiences, including Product Listing Pages (PLP), Product Description Pages (PDP), and an Educational Workshop Portal, elevating user engagement and sales conversions. Developed detailed click-through prototypes, low-fidelity, and high-fidelity wireframes in Figma to drive interactive design discussions and stakeholder buy-in. Collaborated closely with creative and development teams, implementing a hybrid Waterfall/Agile workflow to meet evolving project goals and deadlines.
- 2021
2023

SENIOR USER EXPERIENCE ARCHITECT

Ameriprise Financial

REMOTE












Spearheaded UX design for wealth management tools, ensuring user-centric interfaces by gathering and analysing requirements, innovating data visualizations, and creating modular design components. Partnered with product management and engineering teams from initial concept to final hand-off, resulting in a 15% improvement in user satisfaction scores for new digital tools. Produced comprehensive design documentation and prototypes that streamlined development workflows and enhanced cross-functional alignment.
- 2017
2021

SENIOR USER EXPERIENCE ARCHITECT

AT&T

ATLANTA GA

Served as UX Architect for OPUS, an enterprise app for customer service reps, enhancing usability and POS functions for mobile and desktop platforms. Drove UX optimization initiatives that increased task completion rates by 20%, reducing average service time and improving user efficiency. Integrated Salesforce software for seamless functionality across platforms, ensuring a cohesive user experience across customer service tools.

METHODOLOGIES	WORK EXPERIENCE (CONTINUED)
<div><div></div><div><div>DESIGN THINKING</div><div>Problem solving based on understanding the user's needs</div></div></div> <div><div></div><div><div>LEAN UX</div><div>Rapid, collaborative approach, focusing on validated learning</div></div></div> <div><div></div><div><div>AGILE UX</div><div>Work cycle or sprints designed for iterative progress.</div></div></div> <div><div></div><div><div>DOUBLE DIAMOND</div><div>Designing stages: Discover, Define, Develop, and Deliver</div></div></div>	<div><div><div>2015 2017</div><div></div></div><div><div>PRODUCT DESIGNER</div><div>The Weather Company/IBM</div><div>ATLANTA GA </div><div>Designed and conducted usability testing for the Pangea project on all map-related features across web and mobile, tailoring user sessions based on personas and real-world scenarios. Developed mockups, prototypes, and interactive click-throughs, enhancing user engagement and improving client presentation effectiveness. Operated within Agile/Scrum methodologies, delivering incremental improvements aligned with user feedback and business objectives.</div></div></div> <div><div><div>2014 2015</div><div></div></div><div><div>ART DIRECTOR, UX/UI DESIGNER</div><div>ClickMore Media</div><div>ATLANTA GA </div><div>Created customizable web and mobile templates for Cox Media Group, increasing unique visitors by 30% through optimized interface designs. Developed a comprehensive style guide, standardizing design elements across development teams and maintaining brand integrity across projects.</div></div></div> <div><div><div>2012 2013</div><div></div></div><div><div>UX/UI DESIGNER</div><div>Satori Interactive</div><div>ATLANTA GA </div><div>Transformed pharmaceutical detailers for Merial into engaging digital experiences, enhancing usability and product comprehension for veterinary sales teams. Designed and implemented interactive components for brands such as Tritak and Heartgard, modernizing their presentation to drive user engagement.</div></div></div> <div><div><div>2005 2010</div><div></div></div><div><div>ART DIRECTOR</div><div>BFG Communication</div><div>HILTON HEAD SC </div><div>Directed brand campaigns for top clients like Diageo and Coca-Cola, including the Bailey's "Get Together" campaign. Designed and developed marketing graphics and POS materials, targeting diverse audiences and expanding brand reach.</div></div></div>
SOFTWARE	CORE SKILLS
<div><div><div>• Figma</div><div><div></div><div></div></div></div><div><div>• Sketch</div><div><div></div><div></div></div></div><div><div>• Adobe XD</div><div><div></div><div></div></div></div><div><div>• Adobe CS</div><div><div></div><div></div></div></div><div><div>• InVision</div><div><div></div><div></div></div></div><div><div>• Jira</div><div><div></div><div></div></div></div><div><div>• HTML/CSS</div><div><div></div><div></div></div></div><div><div>• Google Analytics</div><div><div></div><div></div></div></div></div>	<div><div>• User Research & Testing: Deep expertise in user research methodologies, usability testing, and data analysis to optimize user experience.</div><div>• UX/UI Design & Prototyping: Skilled in creating wireframes, interactive prototypes, and high-fidelity mockups using Figma and Adobe Creative Cloud.</div><div>• Design Documentation & Style Guides: Experienced in creating comprehensive documentation to streamline development workflows and maintain brand consistency.</div><div>• Cross-functional Collaboration: Effective communicator with a track record of working closely with product, engineering, and creative teams to align on project goals.</div><div>• Agile & Remote Methodologies: Agile and Scrum proficiency with remote work experience, ensuring efficient project management and collaboration across time zones.</div><div>• Team Leadership & Development: Ability to lead and mentor design teams, fostering a collaborative environment through workshops, training sessions, and knowledge-sharing initiatives to drive growth and innovation in UX/UI practices.</div></div>
LOCATIONS	
<div><div></div><div>Remote Work Expertise</div></div> <div><div></div><div>Time Zone Flexibility</div></div> <div><div></div><div>Authorization to Work in the UK & USA</div></div>	