Waylon Baumgardner

> I'm a former manager turned individual designer looking to make a return to managing

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Professional experience

Senior Product Designer

Matterport – *08/21 to 08/22*

"Waylon's got an exceptional work ethic and thoughtful approach to solving design and experience problems. He's a great communicator with great technical chops — making him a wonderful collaborator with cross-functional partners." - Chief Design Officer at Matterport

Note: this role was eliminated due to companywide layoffs

- Led design vision and set design direction for the e-commerce design product
- Designed features to increase purchase conversion and simplify the checkout UX on both mobile and desktop for varying customer personas including enterprise
- Established relationships with cross-functional partners in product, marketing, and engineering to launch new and improved e-commerce features
- Planned and conducted user research to make informed design decisions
- Participated in weekly design team critiques and regularly gave feedback to other designers while also presenting my own designs for feedback
- Coached junior product designers

Senior UX Designer

Esri – *09/19 to 08/21*

"Waylon was a valuable mentor to me. Not only did he set aside time to answer my often minor design questions, he also would check in with me to see how I was personally handling hardships or successes. His feedback was often direct but kind, which made all the difference in feeling supported as a younger designer." - UX Designer at Esri

- Defined UX strategy for e-commerce experiences that aligned with design standards and business objectives and key results
- Led UX design on cross-functional e-commerce project team charged with generating $10 million in annual recurring revenue
- Created UX deliverables for complex business processes and user personas through competitive analyses, wireframes, journey maps, and user flows
- Established and authored e-commerce design principles to help ground e-commerce design work
- Authored, facilitated, and moderated user research activities such as user tests, workshops, and usability studies to better understand user needs
- Managed one UX designer and mentored junior designers

Director of Web Development

CBU – *07/18 to 09/19*

- Directly managed four full-stack web developers charged with building and maintaining enterprise web applications
- Project managed over 15 digital web products designed to streamline university business operations and reduce operating costs

Education

M.S. Information Technology
Southern New Hampshire University

B.A. Political Science
University of California, Riverside

Skills

UX design
UI design
User research
Prototyping
Design systems
Storytelling
Mentoring/coaching
Development (HTML/CSS/JS)

Tools

Figma
FigJam
Sketch
Adobe Creative Cloud
Miro
Airtable
VS Code
GitHub

Volunteer Experience

Mentor
ADPList
09/21 -

Director (Board of Directors)
Higher Education Web Professionals Association
06/17 - 02/22

Awards

Top 1% Mentor (Individual)
Awarded to top performing mentors by ADPList
04/22

Top 1% Mentor (Individual)
Awarded to top performing mentors by ADPList
03/22

- Established an iterative agile development environment to speed up development and increase cross-functional collaboration
- Designed wireframes, site maps, and UI components as part of an effort to establish a user-centered design culture
- Served as a thought leader that helped make strategic and tactical IT decisions with companywide impact
- Collaborated with stakeholders from various business units to ensure alignment with business objectives and presented project updates to key decisions makers including C-Suite

Senior Web Manager

CBU – *02/12 to 07/18*

"Waylon is a rare talent equal parts technician, teacher and leader. He's a turnkey leader that brings competence, clarity and cheer." - Marketing Director at CBU

- Managed two full-time employees (web developer and content designer) and three part-time employees in a player-coach capacity responsible for eight digital products serving 1.5 million annual unique visitors
- Designed responsive wireframes, prototypes, and user interfaces for various websites
- Developed web pages using front-end code including HTML, CSS, JavaScript, XML, and PHP
- Project managed over 100 projects with competing priorities including a large primary website redesign project completed in under 10 months that saw a 22% YOY increase in annual unique visitors
- Authored and facilitated user experience research activities including usability studies, card sorting, and A/B tests
- Collaborated with cross-functional partners in marketing, admissions, academics, IT, and operations to ensure digital products met strategic priorities

Web UI Designer

University of California, Riverside – *08/09 to 02/12*

"Waylon is one of the brightest, most diligent and creative web professionals I have had the pleasure of managing. He matches strong web skills and problem-solving abilities with a burning desire for continuous learning and new challenges." - Technology Services Director at University of California, Riverside

- Designed site maps, wireframes, prototypes, and user interfaces for student-facing websites
- Developed 12 individual websites serving over 2 million annual unique visitors
- Conducted and designed content management system user training workshops
- Led department's first user experience research project consisting of user interviews and usability testing

Other experience

Adjunct Professor of Design (Part-Time)

University of Redlands – *02/22 to 04/22*

- Designed curriculum featuring topics such as user experience design, user interface design, responsive/mobile design, visual hierarchy, information architecture, design careers, design tools, and front-end development
- Taught classes in-person, using Figma as both the class file repository and primary design tool
- Graded assignments, monitored student performance, and provided 1:1 learning support as needed

Director, Board of Directors (Volunteer)

Higher Education Web Professionals Association – *06/17 to 02/22*

Outstanding Student (Individual)
Awarded for earning a 4.0 GPA throughout the MSIT graduate program by Southern New Hampshire University
03/15

- Elected by peers to serve on Board of Directors

- Served a three-year term as Treasurer and managed an approximately $1 million operating budget

- Co-chaired association's first remote user conference in 2020 that established a blueprint for future remote events

- Liaised on subcommittees for technology, budget, and finance

- Led effort to successfully secure US IRS 501(c)(3) non-profit status to broaden association's ability to serve its community

- Provided strategic leadership on association matters such as membership, organizational priorities, committee staffing, employees/contractors, events, and diversity/equity/inclusion initiatives

Adjunct Professor of IT (Part-Time)

CBU – *07/15 to 07/21*

- Designed curriculum for numerous IT courses including topics such as business software, project management, systems analysis/design, web development, networking, and information systems

- Taught classes online in a flipped learning environment using recorded video lectures

- Graded assignments, monitored student performance, and provided 1:1 learning support as needed