

Hello, I'm Kathryn Baker

Chicago based lead product designer with 15+ years of experience leading cross-functional design efforts, building scalable design systems, and launching data-driven platforms. Proven success designing B2B and B2C applications and driving product adoption. Passionate about mentoring, strategic collaboration, and growth in design leadership.

Experience

Lead Product Designer

RepVue | 2023 – Present

I shaped the design vision and execution for RepVue as an early-stage, data-driven SaaS platform. I owned end-to-end design across key initiatives, driving UX strategy, interface systems, and user flows while collaborating closely with the business and engineers. In this role, I helped establish design as a core function, balancing user needs with business goals and setting the foundation for scalable, intuitive product experiences.

- Led the UX and visual direction for RepVue Data creating a seamless interface for users to analyze and compare sales compensation insights across industries
- Designed the end-to-end candidate matching system, including the candidate onboarding flow and employer-facing dashboard for reviewing profiles and initiating interviews
- Partnered closely with engineering and the head of product to define product scope, user journeys, and MVP feature sets that aligned with early-stage business goals
- Implemented scalable UI components in Figma, establishing a visual foundation for future features while enabling faster handoff to development
- Created wireframes, prototypes, and product flows to validate core interactions, focusing on reducing friction in profile creation and employer discovery

Senior Product Designer

Halo Investing | 2021 – 2023

I led high-impact design efforts across multiple investment tools and platforms. I owned the creation and evolution of the Spartan Design System and drove the UX strategy for both new product launches and modernization initiatives. Working closely with engineering, product, and business leaders, I helped align user needs with technical and regulatory constraints in a fast-paced fintech environment.

- Owned and scaled the Spartan Design System, enabling design consistency and dev efficiency across Halo's investment products
- Led UX for two major product launches:
 - *Pershing Investing* (Feb 2023): onboarded 500+ users and facilitated \$50M+ in monthly transactions
 - *Separately Managed Accounts* (Apr 2023): contributed \$40K+ in new notional assets
- Redesigned core features from Halo's legacy platform, migrating to a modern React-based framework with improved usability and performance
- Collaborated cross-functionally with engineering, product, and compliance to shape intuitive workflows that supported complex financial actions
- Contributed to a 71 NPS score based on 600+ user responses, reflecting overall satisfaction with Halo's experience

Lead UI Designer

Options Clearing Corporation | 2016 – 2021

I led design efforts for internal clearing systems and public-facing education platforms. I architected the organization's first formal design system and worked cross-functionally to modernize user interfaces and enforce brand and accessibility standards. My role blended UX leadership, visual systems thinking, and hands-on collaboration with product and development teams across a highly regulated financial environment.

- Designed and implemented OCC's enterprise-wide Design System, bringing consistency, accessibility, and scalability to internal clearing tools used by financial professionals
- Redesigned OCC's public websites—theocc.com and optionseducation.org—modernizing their UX/UI to improve navigation, compliance, and brand alignment
- Collaborated daily with engineering, business analysts, and fellow designers, ensuring design intent was preserved throughout the development cycle
- Created UX artifacts including sitemaps, user flows, and prototypes to communicate design concepts clearly and align stakeholders
- Maintained and evolved company brand standards, balancing visual storytelling with strict regulatory requirements

Web Designer

Camping World | 2015 – 2016

Designed and maintained responsive e-commerce experiences across multiple brands, ensuring usability across devices and browsers. Collaborated with developers and marketers to translate user testing insights into intuitive, conversion-focused interfaces.

- Designed and launched websites including AutoMatchUSA.com, RVLiquidations.com, and RVs.com
- Translated testing feedback into wireframes and mockups to improve user engagement across platforms
- Developed and deployed national promotional emails, aligning with seasonal marketing campaigns

Web Interface Designer

OfficeMax, Inc. | 2012 – 2015

Created branded web assets and templates for OfficeMax.com, supporting seasonal campaigns and improving digital performance through design and testing.

- Designed and developed promotional campaigns and HTML templates aligned with brand standards
- Contributed to A/B testing initiatives to optimize site engagement and sales

Graphic Designer

The Cary Company | 2011 – 2012

Led brand and digital design efforts for the packaging and chemical divisions, helping elevate the company's visual identity across print and web.

- Redesigned e-commerce sites including TheCaryStore.com and EmptyPaintCans.com
- Developed brand standards and marketing materials to support business growth

Education

The Illinois Institute of Art

Bachelor of Fine Arts, Graphic Design

- President's Award Recipient

Skills and Tools

UI/UX Design

Figma Adobe

Miro

Ai Design

ChatGPT Claude

HTML/CSS

React Storybook

VS Code

Product Collaboration

Jira Confluence

Linear Notion

Agile Google Suite

Speaking & Mentorship

Mentor students in UI/UX certification courses

Guest speaker on design careers & systems thinking

Accomplishments

Square One Award

Honorable Mention

AIGA & STA Chicago Member