

# Christian Baptiste

## VP of UX and Product Design

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### ABOUT

I have run **successful product design projects for over 24 years** both as a Producer and as a Design Lead. My teams and I have created amazing and delightful applications used by many fortune 500 companies.

I bring a complete set of design experiences; UX, Interaction, user research, information, motion, and visual design.

### ACCOMPLISHMENTS

- 24 + years successfully designing applications
- Designed apps for hundreds of happy customers
- Built and nurtured many customer relationships
- Built amazing design teams
- Inspired hundreds of designers
- 20 + speaking engagements
- Massive revenue and user acquisition up-tics
- Designed the first 1 click purchasing experience
- Designed the first viral email marketing campaign

### APPROACH

- "IDEO" and "IBM Hill"s approach to design thinking
- Learn, iterate, communicate, refine, validate, deliver
- Sprint planning, critiques, retrospectives
- Inspire and be inspired, teach and be taught
- Team monitoring, reflection, refinement, and growth

### TOOLS

#### Design

- Figma
- Mural.co
- Sketch - Invision
- Principle
- Flinto
- Adobe Suite - Fireworks, PS, IL, FL, AF, DW, LR

#### Project Management

- Jira, Jira Cloud, Trello, Confluence
- Asana
- Google Suite
- Slack/Zoom
- Team Gantt

### EXPERIENCE

#### Visionary Designers/Corderum VP of Experience and Product Design

As a co-founder, I led all things related to customer and employee experiences, product design, product management, and business strategies. Starting from solid user research we designed a solid interactive prototype used to obtain customers and investment capital.

#### Omnisci/MapD 2018 - 2020 Director of UX and Product Design

Led a team of designers to produce OmniSci's revolutionary enterprise and cloud analytics applications. We created amazing innovative, and delightful ways to extract insights from terabyte size data in milliseconds. By combining Geospatial data with millisecond precision date and time data we designed and built the most powerful cross-filtering and cohort creation tools of any analytics applications.

#### Apttus 2015 - 2018 Director of UX and Product Design

Principal design lead for the Apttus platform, my team and I designed the most popular Quote-to-Cash (QTC) and Contract Lifecycle Management (CLM), Business eCommerce, Admin, ABO, and Sales Incentives applications and was recognized as a Leader in Gartner's Magic Quadrant scoring highest in all 6.

#### IBM/DemandTec 2009 - 2015 Director of UX and Product Design

Principal Design Lead for DemandTec's Promotion, Markdown, Shopper Insights, Allowance Billing, Price Optimization, Customer Trade, Assortment Planning, and Deal Management applications used by most of the major retailers around the world. . I led the team that designed DemanTec's platform, complete with a full component library and design system.

Principal Design Lead for IBM's Digital Analytics, Customer Analytics, Coremetrics, and Tea Leaf applications.

- SearchForce 2007 - 2009
- Roxio/Sonic Solutions 2005 - 2007
- Siebel/Oracle 2003 - 2005
- Online Instructional Videos 2001 - 2003
- Zip|Send/Frog Magic 1997 - 2001