

KARL JEAN BAPTISTE

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Profile

User Experience Designer with 4+ years' experience delivering end-to-end product design for complex, multi-surface experiences across fintech, healthcare, finance, retail, and B2B/B2C marketing. Recognized for leading cross-functional collaboration with product managers and engineers, and for delivering designs that uphold visual polish, accessibility, and design system consistency.

EXPERIENCE

Lead User Experience Designer

Remote, NY

ManpowerGroup

March 2024 – July 2025

- Led end-to-end design for large-scale digital initiatives, achieving a **40% increase in conversion rates** through customer journey optimization and iterative design improvements.
- Partnered closely with product and engineering to define scope, identify dependencies, and optimize user flows, ensuring scalable and accessible solutions.
- Elevated design quality by refining micro-interactions and holistic experiences, boosting user engagement by **45%**

User Interface Designer

Remote, NY

Twiage

January 2024 - March 2024

- Redesigned the mobile app interface with simplified data entry flows, optimized for one-handed use in high-pressure situations thus reducing average patient data transmission time by **15%**, improving emergency department readiness.
- Developed a priority-based alert system with color coding, iconography, and progressive disclosure which increased timely acknowledgment of critical cases by **12%**, enhancing patient care coordination.
- Maintained seamless UX across multi-platform products while ensuring compliance with HIPAA and clinical best practices

User Experience Designer

New York, NY

JP Morgan & Chase

January - December 2023

- Designed and tested streamlined authentication flows, leveraging interactive prototypes, accessibility standards, and iterative usability testing thus reducing login-related abandonment rates by **15%** and improved successful recovery completion rates by **10%**.
- Collaborated with product managers, engineers, and security teams to conduct journey mapping and heuristic evaluations of identity workflows and implemented UX enhancements that reduced average authentication time while maintaining compliance with security regulations.
- Conducted in-depth user research and stakeholder interviews across diverse customer segments to uncover authentication pain points, synthesizing findings into actionable insights that directly informed redesigns, resulting in more intuitive and secure identity verification experiences

Digital Marketing Apprentice

Remote, NY

COOP Careers

August - December 2022

- Gained **200+** hours of hands-on experience in Google Ads, SEO, SEM, and audience analytics
- Developed and automated campaign strategies using KPIs, improving funnel efficiency through data-informed iteration

User Experience/Interface Designer

Remote, NY

Zelis

May - October 2022

- Led end-to-end redesign by mapping pain points, creating interactive prototypes in Figma, and conducting usability tests with representative users resulting in improved task completion rate by **40%**, significantly reducing support tickets
- Developed a scalable design system aligned with brand guidelines, ensuring consistent UI components and interaction patterns reducing design-to-development turnaround time by **10%** and enhanced cross-platform usability
- Facilitated workshops with cross-functional teams, synthesized customer feedback insights, and aligned feature roadmap with business goals

EDUCATION

Eastern University

St. Davids, PA

Master of Business Administration in Organizational Management

- Major in Business Administration, Project Management Specialization

Long Island University Brooklyn

Brooklyn, NY

Bachelor of Science in Health Science

- Major in Health Science, Minor in English

CERTIFICATIONS

- User Experience Design (Google), AI Product Management (IBM), Project Management (Google), Digital Marketing (COOP Careers), Google Ads Creative, Google Analytics, and Google Ads Search.

SKILLS

Design & Research: UX/UI Design, Interaction Design, Usability Testing, UX Strategy, Prototyping, Wireframing, Design Systems, Accessibility (WCAG), User Research, AI Optimization and more

Tools: Figma, Adobe Creative Cloud, Jira, Monday, Asana, Agile/Scrum, Miro/Mural, Hotjar, ChatGPT/Claude and more

Core Strengths: Design Thinking, Cross-Functional Collaboration, Communicating Design Decisions, User Advocacy, Detail-Oriented Execution, Empathy in Design, Stakeholder Presentations