

KARL JEAN BAPTISTE

516-943-6982 | karljeanb@gmail.com | [linkedin.com/in/karljeanb](https://www.linkedin.com/in/karljeanb) | [Portfolio](#)

PROFESSIONAL EXPERIENCE

ManpowerGroup

Remote, NY

Lead User Experience Designer

March 2024 – July 2025

- Spearhead end-to-end UX design for high-traffic web platforms, improving conversion by **40%** through customer journey optimization and design iteration.
- Boosted user engagement by an average of **45%** through assessing user feedback, refocused business goals and implementing a revamped web design experience.
- Collaborate cross-functionally with product managers, marketers, and engineers to translate business requirements into seamless digital solutions.

Twiage

Remote, NY

User Interface Designer

January 2024 - March 2024

- Designed critical EMS-to-ER communication workflows used by paramedics and hospital staff, reducing patient transfer times by **3.9%**
- Applied service design principles to map pain points and co-create digital tools that improved care coordination and decision-making during emergency transport
- Ensured seamless UX across Twiage's multi-platform product suite while aligning with HIPAA compliance and clinical best practices

JP Morgan & Chase

New York, NY

User Experience Designer

January - December 2023

- Demonstrated design experience in designing and optimizing user experiences across multiple platforms, including web, mobile, and other digital channels for Customer Identity & Authentication product
- Created responsive UI components adhering to internal design systems and accessibility standards
- Partnered with UX Researchers to conduct usability testing and behavioral analysis, reducing user complaints related to login by **19%**

COOP Careers

Remote, NY

Digital Marketing Apprentice

August - December 2022

- Gained **200+** hours of hands-on experience in Google Ads, SEO, SEM, and audience analytics
- Developed and automated digital campaign strategies using KPIs to track user behavior and optimize conversion funnels.

Zelis

Remote, NY

User Experience/Interface Designer

May - October 2022

- Demonstrated design experience in designing and optimizing user experiences across multiple platforms, including web, mobile, and other digital channels for Customer Identity & Authentication product
- Created responsive UI components adhering to internal design systems and accessibility standards
- Partnered with UX Researchers to conduct usability testing and behavioral analysis, reducing user complaints related to login by **19%**

Career Accomplishments

- Multi-year experience in User Experience Design delivering end-to-end flows empowered by human centricity for partners within industries such as B2B, B2C, Retail, Finance, and Healthcare
- Delivering cohesive, customer-centric B2B and B2C marketing experiences across various digital channels, including web, mobile for North America Marketing (US, Canada)
- Implement cohesive multi-channel customer experience design for various security initiatives and accessibility for users in the Consumer Financing industry

EDUCATION

Eastern University

Remote, NY

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), Gen AI Fundamentals (IBM), Project Management (Google), Digital Marketing (COOP Careers), Google Ads Creative, Google Analytics, and Google Ads Search.

SKILLS & INTERESTS

Technical Skills: User Experience Design, User Interface Design, User Research, Usability Testing, UX Strategy, Jira, GenAI Fundamentals, Data Analysis, Project Management, Figma, Presentation Design, Adobe Creative Cloud, Digital Marketing, Accessibility, Agile, Scrum, and more.

Soft Skills: Articulating Design Decisions, Design Thinking, Negotiation, Cross-Functional Collaboration, Presentational Speaking, Empathy, Initiative, Integrity, Detail-Oriented, Generosity, Interpersonal Skills, Communication and more.

Languages: English (native), Haitian Creole (Advanced), Spanish (Conversational)