

Karl Jean Baptiste

New York, NY

Email: karljeanb@gmail.com

LinkedIn: [linkedin.com/in/karljeanb](https://www.linkedin.com/in/karljeanb)

Portfolio: karljeanb.com

Phone: (516)943-6982

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
- Lead a team responsible for 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

PROFESSIONAL EXPERIENCE

Lead User Interface Designer/UX Strategist

Manpowergroup Inc.

Remote, NY

March 2024 - Present

- Design industry-leading, innovative user experiences from conception to execution for high traffic, high visibility initiatives that both solve for customer needs resulting in **40%** increase in conversion rates
- Boosted user engagement by an average of **45%** through assessing user feedback, refocused business goals and implementing a revamped web design experience.
- Optimize the process of collaboration with multidisciplinary teams (product, marketing, engineering) to deliver user needs, business requirements, and technical constraints, and translate them into intuitive and engaging user experiences

User Experience Designer

Twiage

New York, NY

Jan 2024 - February 2024

- Reduce duration of EMS to ER transport transfers by **3.9%** of time through a revamped user experience and cooperation by both EMS and hospital staff thus resulting in faster care being administered for patients across various hospitals
- Execute human-centered design practices to understand our patients, generate analysis and recommendations, and contribute to the conception and implementation of experiences that improve the quality of patient care, staff and overall hospital operations
- Contribute to strategic design decisions around the future direction of Twiage digital products

User Experience Designer

JP Morgan Chase

New York, NY

Jan 2023 – Dec 2023

- Decreased user complaints by **19%** for customer-related security and or login issues for Chase mobile app and website
- Demonstrated design experience in designing and optimizing user experiences across multiple platforms, including web, mobile, and other digital channels for Customer Identity & Authentication product
- Partner with UX Researchers and Lead Designers, participate in upfront user research to better understand user needs and behaviors, and usability testing to see how our solutions work for users

User Interface/Experience Designer

Zelis Healthcare

Remote, NY

May 2022 – October 2022

- Deliver revamped onboarding experience for medical professionals that resulted in increased revenue and sales focal point for adding clients to company portfolio (Provider Portal Guided Enrollment)
- Works closely with key stakeholders at all levels to understand business objectives and guide User Experience (UX) design teams in developing customer-centric digital solutions that meet those business objectives for multiple customers, including hospitals, clinics, private clinicians and more
- Collaborated with programmers, business analysts, and delivery managers to optimize or solution and persuade clients with my aesthetically appealing and user-oriented design approach

Digital Marketing Apprentice

COOP Careers

New York, NY

Aug 2022 – December 2022

- Developed digital marketing acumen through **200+** hours of SEO, SEM, Google Ads, Google Analytics, Facebook Ads and more.
- Defined, developed, and implemented marketing strategies to automate and measure target audience movement.
- Established processes and protocols for campaign measurement to optimize results.

User Experience Designer (Freelance)

K. Visual

New York, NY

March 2020 – January 2024

- Developed and implemented comprehensive brand guidelines, ensuring adherence to brand standards throughout the design process, resulting **25-35%** increased client satisfaction scores
 - Developed project's unique visual design voice, employing creative direction skills to conceptualize design solutions through prototypes and wireframes, effectively showcasing product implementation
 - Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by **30%** and increasing traffic to previously neglected pages
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EDUCATION

Eastern University

St. Davids, PA

Master of Business Administration in Organizational Management

Major in Business Administration, Project Management Specialization

Long Island University

Brooklyn, NY

Bachelor of Science

Major in Health Science; Minor in English

Relevant Coursework: Data Analysis, Developmental Psychology; User Research, Human Behavior

COOP Careers

Digital Marketing Apprenticeship

New York, NY

Completed over 200+ hours of coursework regarding Digital Marketing, Social Media, SEO, Data Analytics, and more

SKILLS

Technical Skills: User Experience Design, User Interface Design, User Research, Usability Testing, UX Strategy, Jira, Monday, Data Analysis, Presentation Design, Project Management, Figma, Adobe Suite, Digital Marketing, SEO, Agile Methodologies, Photography, and more.

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

Languages: Fluent in English, Haitian Creole; Conversational Proficiency in Spanish

Certifications & Training: User Experience Design (Google), Project Management (Google), Digital Marketing (COOP Careers), Google Ads Creative, Google Analytics, and Google Ads Search.