

Karl Jean Baptiste

New York, NY

Email: karljeanb@gmail.com

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

Portfolio: [karljeanb.com](https://www.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 Retail, Finance and Healthcare
- Implement cohesive multi-channel customer experience design for various security efforts and accessibility for users in the Finance sector
- Led the redesign of a healthcare enrollment system, focusing on optimizing user workflows for healthcare professionals resulting in 35% increase in customer satisfaction and acquisition
- Led the redesign of multiple small business websites, resulting in a 30% increase in conversion rate across all sign up pages and acquisition flows

PROFESSIONAL EXPERIENCE

User Experience Designer

Twiage

New York, NY

Jan 2024 - February 2024

- Developed user interfaces for a healthcare technology platform, specializing in real-time communication between emergency medical professionals and hospitals during patient transportation.
- Designed mobile interfaces for paramedics to efficiently transmit critical patient information, including data, photos, and relevant details, to the receiving hospital in advance.
- Implemented user-centered design principles to optimize interfaces for usability in time-critical emergency situations, contributing to reduced response times and improved patient care.

User Experience Designer

JP Morgan & Chase Co.

New York, NY

Jan 2023 – Dec 2023

- Design and re-design product experiences across the 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 your solutions work for users
- Collaborate directly with engineering peers, advocating for the user's perspective when working cross-functionally

User Interface/Experience Designer

Zelis Healthcare

Remote, NY

May 2022 – October 2022

- Handled complex projects from content to completion by working directly with key stakeholders, and on and off-site developers within an aggressive agile environment.
- Analyzed impact and effectiveness of in-site UI changes on customer retention; identified features of customer behavior and recommended additional menu modification
- Collaborated with programmers, business analysts, and delivery manager 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 – Present

- Developed and implemented comprehensive brand guidelines, ensuring adherence to brand standards throughout the design process, resulting in increased client satisfaction scores by 15%
- 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

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

New York, NY

Digital Marketing Apprenticeship

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.