

Chris Baggott

User Experience / Product Designer

chrisbaggott1215@gmail.com

chris-baggott.com

513-207-9862

EXPERIENCE

Publicis Sapient

Chicago, Illinois

Jul 2021–Aug 2023

User Experience Designer

Clients: Genentech (Health), Williams (Energy)

- Designed and built a modernized web app for Williams as part of a cross-functional team; Greatly improved usability while simplifying and consolidating two existing systems encompassing 400+ screens
- Transformed an outdated UI through the creation of a new design system and spearheaded the redesign of complex features with some involving 100+ high-fidelity prototyped pages; Automated key tasks that were hindering productivity in the old system
- Created UI kits for brands in the Genentech portfolio as part of a broad effort to improve the accessibility and user experience of their websites; Achieved proficiency in web accessibility standards for use in brand audits and QA
- Owned, improved, and maintained designs for the financial support process, working with content strategists to create a highly adaptable user-friendly template that could be deployed across all of Genentech's brands; Completed Sketch to Adobe XD migration that included 120 page layouts

Northwestern Medicine

Chicago, Illinois

Jul 2020–Sep 2020

Design Intern

- Developed, prototyped, and tested novel solutions to improve care delivery in the hospital intensive care unit (ICU)
- Conducted in-depth research in the ICU setting to understand needs of clinicians, patients, and families; Translated clinical observation into meaningful frameworks, insights, and design directions

Northwestern University Segal Design Institute

Evanston, Illinois

Sep 2019–Dec 2020

Master's Student

- Designed mobile app prototype with an innovative media maker lab; Project scope included service blueprinting, wireframing, high-fidelity mobile app prototyping, user testing
- Partnered with Feeding America to design novel digital interactions to inspire donations; Pitch to stakeholders included UI/UX design for mobile app, wireframing, digital prototyping, user flow mapping, and user testing
- Tested ideas for a novel Procter & Gamble health product through in-context ethnographic research, user testing, and iterative prototyping; Delivered our design mockups and comprehensive research findings in a live presentation to P&G stakeholders

SKILLS

UX

Prototyping
Design systems
Accessibility/WCAG
Wireframing
User research
UX strategy
Journey mapping
Storyboarding

Tool Proficiencies

Figma
Adobe Suite
Sketch
Generative AI
Mural

EDUCATION

Northwestern University

Sep 2019–Dec 2020

M.S. Engineering Design
Innovation

The Ohio State University

Aug 2013–May 2017

B.S. Biomedical
Engineering
Neuroscience Minor

RECOGNITION

Thesis spotlight from Northwestern design institute // Ohio State Eminence Fellow and summa cum laude graduate // Journal article co-author on design in healthcare // Publicis Sapient blog contributor