Clint Baxter

Human-Centered Designer

Portfolio: clintbaxter.com
+1.918.284.4496
clint.baxter@mac.com
linkedin.com/in/clintbaxter

Experience

December 2023 to Present
Service Designer & Strategist - Baxter Digital
Created customer-focused marketing strategies that aligned with audience needs and achieved measurable success. By combining brand identity design with performance analysis and data-driven refinement, I helped clients grow their digital presence, driving 500-1000% increases in engagement and attracting over 2.6MM visitors to landing pages. My work integrated audience insights, Service Design principles, and UX practices to deliver impactful results.

August 2022 to December 2023
Senior Service Designer - Allied Solutions
Established and shaped the foundation of the Service Design practice, transforming it into a core driver of innovation and customer experience improvement. Through deep collaboration and ecosystem understanding, I helped the organization break down complex challenges and lay the groundwork for sustainable, user-centered solutions.

November 2021 to May 2022
Senior Service Designer (contract) - Edward Jones
Researched user needs to identify and improve processes using voice of the customer, user research, design thinking methodologies. I partnered with business, technology, risk, data and platform subject matter experts from across the firm to help define the product & service vision to deliver value that aligned with the firm's strategic outcomes.

March 2021 to November 2021
Senior UX Designer - Madison Performance Group
Defined, refined, and drove to delivery a number of improvements and new features to a SaaS employee recognition platform. Collaborated with a remote global team in the US and Ukraine to iteratively deploy projects in an Agile environment, including integration with 3rd party vendors, leading solution research and technical assessment meetings, and key contributions to improving our Agile processes.

October 2020 to March 2021
Senior UX Designer (contract) - Bank of America / WWT
I managed the development and production of a newly released mobile application for this global enterprise financial organization. The application was employee facing and provided a COVID-19 health screening module for returning to in-person work, access to company directory, MFA / Security Code generation, and product referral tools.

January 2018 to July 2020
UX Designer - BOK Financial
Lead the successful design, development, and launch of a new Digital Advice investment product. I collaborated cross-functionally with our teams to integrate new investment account servicing features into the existing banking platform through requirements gathering, analysis, solution design, UX design, prototyping and usability studies.

Education

University of Oklahoma
Norman, OK
MIS, 2001 - 2003

Prompt Engineering for GenAI
Vanderbilt University
Completing coursework 2025

Skills

User journey mapping
Service design
Service blueprinting
Process mapping
Systems thinking
Design thinking
Digital strategy
Proposition design
Opportunity mapping
UX design
Prototyping & IXD
User research
Workshop design
Workshop facilitation
Storytelling
Presenting
Stakeholder management
Mentoring and coaching

Service

Grand Lake Sailing Club
Grove, OK
Board Member
2024

Tulsa Foundation for Architecture
Tulsa, OK
Board Member
2013-2015