Clint Baxter

Human-Centered Design Leader

Tulsa, OK • Open to Remote/Travel • US Citizen

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Lead service & experience designer who simplifies complex, omni-channel journeys and ships at scale. Cut a 5M user flow 68s to 27s (+32% engagement), launched a 7 region mobile suite in 12 weeks, and scaled design systems (120+ components, WCAG 2.1). Mentor designers and run strategy sprints that turn research into direction and delivery.

Highlights

- Scaled DTC subscription funnels to 3.17 M users and lifted paid-subscription conversion +38% for premium subscription platforms. (B. Digital LLC, 2024)
- Led the end-to-end design of an AI / ML powered, human-in-the-loop, document-processing workflow that scaled to 1M+ docs / mo and freed >90% of pre-process staff time for exceptions and QA. (Allied Solutions, 2022-23)
- Launched "Return-Safe" mobile suite for ≈200 k Bank of America employees in 12 weeks, integrating COVID check-ins, MFA, and referrals across seven global regions with zero compliance findings. (WWT/BofA, 2021)
- Cut "Send Recognition" task time 68 s → 27 s and boosted daily sends +32 % on a 5 M-user SaaS platform, while doubling the design-system library. (Madison Performance Group, 2021)

Skills & Tools

Experience Design: simplifying complex workflows, user journey mapping, service blueprinting, information architecture, prototyping & IXD (lo-/hi-fi), systems & design thinking

Collaboration & Leadership: stakeholder alignment, workshop facilitation, mentoring & inclusive critique, storytelling & executive presenting, inclusive design culture

Product & Delivery: agile & kanban, multi-project prioritization, accessibility (WCAG 2.1 AA)

Tools: Figma, Sketch, Miro, Lucidchart, Adobe XD / Illustrator / Photoshop, LLM prompt engineering, AI / ML implementation

Experience

Senior Product Designer
B. Digital LLC | Dec 2023 – Present
- Scaled omni-channel acquisition to 3.17M sessions; optimized responsive landing paths and paywalls to lift paid conversion +38% (0.8%→1.1%).
- Designed and optimized subscription funnels for premium subscription platforms, aligning onboarding, paywall, and upsell flows with mobile-first best practices and DTC subscription guidelines.
- Ran continual A/B tests on landing pages and pricing copy, iterating on layout, messaging, and offer structure to lift paid conversions and reduce cart-abandon drop-offs.

Senior Service Designer
Allied Solutions LLC | Aug 2022 - Dec 2023
- Established, shaped, and scaled the company's Service Design practice, creating playbooks for journey mapping, blueprinting, and cross-channel experience audits.
- Led the end-to-end design of an AI / ML powered, human-in-the-loop, document-processing workflow that scaled to 1M+ documents / month and freed >90% of pre-process staff time for exceptions and QA.
- Mentored 4 designers and up-skilled the UX org in service design practices, introducing journeys/blueprints and formalizing inclusive critiques.
- Facilitated multi-disciplinary workshops and playbacks; distilled insights into shared direction—future-state journeys, ecosystem maps, and experience principles used as starting points across teams.

Senior Service Designer (Contract)
Edward Jones | Nov 2021 - May 2022

- Drove discovery & evaluation for advisor- and client-facing wealth-management tools-planned and ran interviews, heuristic reviews, and remote usability tests that informed near-term UI fixes and long-term service changes.
- Mapped journeys and service blueprints for investment-account servicing and dashboard experiences, giving product and tech teams a shared view of pain points, policy gates, and branch-ops touchpoints.
- Partnered daily with Risk, Data Governance, and Tech to weave FINRA / SEC requirements and Edward Jones security standards into flows, micro-copy, and data-handling rules-keeping every prototype "audit-ready."
- Facilitated multi-disciplinary design-thinking workshops (product, branch ops, CX, compliance) that shaped the future-state wealth platform roadmap and prioritized backlog epics.

Senior UX Designer
Madison Performance Group | Mar 2021 - Nov 2021

- Defined and refined the core "Send Recognition" flow for a multi-tenant SaaS platform serving 5M+ active users, reducing average completion time from ~68s to 27s and lifting daily recognition activity 32%.
- Coordinated two fully remote product squads (UX, frontend, backend, QA) across the U.S. and Ukraine, achieving 100% sprint-goal completion for four consecutive releases.
- Maintained and expanded the Figma design system from 65 to 130 components, eliminating duplicate UI requests and cutting dev rework 20%.
- Embedded WCAG 2.1 AA auditing into the CI/CD pipeline, driving ship-blocking accessibility defects to zero by release three.

Senior UX Designer (Contract)
Bank of America via WWT | Oct 2020 - Mar 2021

- Launched "Return-Safe" mobile suite for 200K+ global employees in < 12 weeks, combining COVID-19 health screening, MFA code generation, and product-referral tools across 7 regions (US, CA, UK, IE, FR, HK, SG, JP).
- Designed & tested 4 core modules (daily check-in, directory, security codes, referrals); remote usability sessions cut health-screen flow to <30s "tap-and-go" completion.
- Threaded region-specific privacy rules (GDPR, PIPEDA, PDPO) and WCAG 2.1 AA accessibility into UI copy, launching with zero compliance findings.
- Bootstrapped an Agile practice for a brand-new hybrid team: set ceremony cadence, wrote definition-of-done & test criteria, and maintained 95% first-pass story acceptance across five sprints.

UX Designer
BOK Financial | Jan 2018 - Jul 2020

- Brought a robo-advisor from concept to launch in < 12 months, giving BOK its first low-asset-threshold investing channel and opening the brand to Millennial / Gen Z savers previously priced out of human advice.
- Mapped 10+ end-to-end flows (on-boarding, goal selection, funding, rebalancing) and ran iterative moderated tests to slash friction at key drop-off points-cutting account set-up to "coffee-break" length.
- Embedded with Risk, Compliance, and Legal to thread FINRA/SEC rules into UI copy and disclosures, launching with zero audit findings and meeting WCAG 2.0 AA accessibility.
- Co-founded the enterprise design system: codified 120+ components, reduced "net-new UI" requests for subsequent projects, and established a single source of truth for dev, QA, and brand teams.
- Mentored a junior UX designer through weekly 1:1s and paired work on research, accessibility, and design deliverables, improving quality on the robo-advisor and design-system projects.

Education

University of Oklahoma
Norman, OK
Management Information Systems
(MIS), 2001 - 2003

Service

Grand Lake Sailing Club
Grove, OK
Board Member
2024

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