

DAVID R. BAILEY

UX/UI Designer & Technologist

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PROFESSIONAL SUMMARY

UX/UI Designer and Technologist with 25+ years of cross-industry leadership — spanning retail operations, technology, and digital strategy. I bring the operational depth of someone who has managed 36 locations across four states, the creative range of a trained pastry artist and watercolor painter, and the technical rigor of a 4.0 Computer Science graduate. I design with production in mind from day one: accessible, frictionless experiences that hold up in the real world, not just in Figma. Available for remote roles; open to the Springfield, OH area for the right opportunity.

CORE COMPETENCIES

UX/UI Design & Research Wireframing · Prototyping · Usability Testing · Figma · Adobe XD · Accessibility (WCAG/ADA)

Technology & Infrastructure HTML/CSS · Network Management · AV/Live Streaming · Hardware Procurement · IT Support · GitHub

Strategy & Leadership P&L Oversight · Cross-functional Teams · Project Management · Digital Strategy · Mentorship

Creative & Craft Watercolor Painting · Wedding Cake Design · 3D Modeling (Blender · Shapr3D) · Procreate · Illustration

EXPERIENCE

Digital Media & Technology Manager | Springfield Church of Christ | 2016 – Present

9-year ongoing technology partnership serving as the church's primary technology advisor — encompassing web, infrastructure, AV, and hardware.

- Led full UX redesign and digital strategy of the church website — restructuring information architecture, simplifying navigation for an older demographic, and driving a 78% increase in web traffic and 2x event attendance growth
- Built and maintained live streaming infrastructure in close collaboration with the Audio and Video team, enabling consistent online broadcast of Sunday services and extending reach to congregants unable to attend in person due to illness, distance, or COVID-19 restrictions
- Installed and integrated a networked camera security system for remote facility monitoring
- Managed and upgraded church network infrastructure to support streaming, security, and congregation-level demand
- Advised on hardware procurement for three computer replacements — specifying hardware matched to actual use cases and budget constraints
- Implemented SEO and analytics tracking, optimizing digital presence and accessibility
- Managed all social media accounts, increasing community engagement and outreach

Technical Support Center Specialist | 7-Eleven / Speedway | 2022 – Present

- Diagnose and resolve technical issues remotely, ensuring system continuity across retail locations nationwide
- Collaborate cross-functionally to optimize hardware, software, and network performance
- Manage multiple concurrent troubleshooting projects, prioritizing and executing solutions efficiently under pressure

General Manager & Digital Strategy | Williams Sonoma | 2014 – 2021

- Managed full P&L, inventory, and operations for a high-volume retail location with a team of 15+ associates
- Led district-wide digital marketing campaigns across email and social media platforms, driving measurable increases in customer engagement
- Provided strategic leadership in operations, team development, and customer service excellence
- Implemented process improvements that enhanced operational efficiency and reduced shrink

Regional Manager | The Kitchen Collection | 1998 – 2009

- Oversaw operations for 36 retail locations across four states, ensuring compliance with company standards and performance metrics
- Achieved 3% year-over-year sales growth consistently over the final three years of tenure
- Mentored and promoted multiple field associates into management and corporate roles, fostering a culture of leadership development
- Implemented inventory optimization and risk management strategies, improving efficiency and reducing shrink
- Managed cross-functional teams, enhancing operational workflows and driving strategic planning efforts

SELECTED DESIGN PROJECTS

NavEase Mobile App | UX/UI Design | 2024

- Designed an accessibility-focused navigation app — conducted user research, built wireframes, and delivered interactive prototypes in Figma
- Implemented usability testing feedback to refine UI components, improving task clarity and navigation efficiency

Culinary Coach App | UX/UI Design | 2023

- Developed an interactive cooking education platform with personalized meal plans for novice cooks
- Created high-fidelity mockups and tested usability to enhance the digital learning experience

EDUCATION & CERTIFICATIONS

B.S. Computer Science — Software Development | Tiffin University | December 2025 · GPA 4.0

Relevant coursework: Programming for Application Development · Wireless Security · Internet & Website Development · Cyber Security Management

UX/UI Design | CareerFoundry | 2022

Foundations of UX Design (Google Certificate) | Coursera | *In Progress*

A.S. Baking & Pastry Arts — Honors | Sullivan University | 1992 · GPA 4.0

Silver Medalist, National Culinary Arts Salon 1992

TOOLS & TECHNOLOGIES

Design: Figma · Adobe XD · Photoshop · Illustrator · Canva · Procreate · Blender · Shapr3D

Development: HTML · CSS · WordPress · Wix · Netlify · GitHub

Analytics: Google Analytics · Hotjar · SEO

Programming: Python · SQL · C# · Swift