

David R. Bailey

- UX/UI Designer | IT Support Specialist | UX Technologist

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Professional Summary

Results-driven UX/UI Designer, IT Support Specialist, and Project Manager with expertise in user-centered design, problem-solving, and technical troubleshooting. I am skilled in crafting intuitive digital experiences, conducting user research, and applying tools like Figma, Adobe Photoshop, Blender, and Procreate. I believe the best design quietly supports the user; it just works. Drawing on years of hands-on experience across IT and customer-facing roles, I create accessible, frictionless interfaces that feel right without explanation. Experienced in managing cross-functional teams and delivering UX solutions that improve usability, accessibility, and operational efficiency.

Education & Certifications

Bachelor of Science – Computer Science (Software Development)

Tiffin University (December 2025, GPA: 4.0)

Relevant coursework: Programming for Application Development, Wireless Security, Internet and Website Development, Cyber Security Management

UX/UI Design Course Work

- *Career Foundry (2022)*
- Coursera — *Foundations of User Experience (UX) Design* (Google UX Certificate), **In Progress** (user research, problem statements, personas, journey mapping)

Associate degree – Baking & Pastry Arts

Sullivan College (1992, GPA: 4.0)

- Silver Medalist, National Culinary Arts Salon 1992

Core Skills & Competencies

- **UX/UI Design & Research** – Wireframing, prototyping, usability testing, and iterative design using Figma and Adobe XD.
- **UX Methodologies** – User research, personas, journey mapping, problem statements, usability heuristics
- **Web & App Development** – HTML, CSS, WordPress, Wix, and front-end design.
- **3D Modeling & Visualization** – Shapr3D, Blender for creating interactive digital models.
- **User-Centered Design** – Strong foundation in usability testing, user research, and accessibility principles.
- **Technical Problem-Solving** – Diagnosing and resolving software, hardware, and network issues.
- **Project Management & Leadership** – Strategic planning, cross-functional collaboration, and team leadership.
- **Digital Marketing & Analytics** – SEO, Google Analytics, Hotjar, Shopify, and e-commerce optimization.
- **Creative & Visual Design** – Adobe Photoshop, Procreate, Illustrator, and Canva for branding, digital assets, and UI components; traditional art skills in drawing and watercolor painting;

extensive experience in designing, baking, and decorating custom wedding cakes as creative centerpieces that reflect client vision and event themes

Tools & Technologies

- **Programming & Databases:** SQL, Python, C#, Swift
- **Design & Prototyping:** Figma, Adobe Photoshop, Illustrator, Canva, Blender, Shapr3D
- **Web Development:** HTML, CSS, WordPress, Wix
- **Analytics & Optimization:** Google Analytics, Hotjar, SEO
- **Version Control & Collaboration** – GitHub, Git, Slack, Trello

Selected Projects & Experience

UX/UI Design & Development

NavEase Mobile App (2024)

- Designed a navigation app with a focus on accessibility with a user-friendly interface.
- Conducted user research, created wireframes, and built interactive prototypes in Figma.
- Implemented feedback from usability testing to refine UI components and workflow, improving task clarity and navigation efficiency

Culinary Coach App (2023)

- Developed an interactive cooking education platform with personalized meal plans for novice cooks seeking guided, interactive tutorials.
- Created high-fidelity mockups and tested usability to enhance the digital experience.
- Collaborated with a cross-functional team to ensure smooth implementation of UX.

Pastry Kitchen Designs Website (Ongoing)

- Redesigned the website to serve as a multi-purpose creative portfolio, integrating e-commerce, a blog, and showcase galleries
- Highlighted original wedding cake designs, focusing on composition, color, and edible aesthetics as centerpiece artwork
- Added sections for watercolor painting and drawing, supporting a growing fine art business with handcrafted digital and traditional pieces
- Integrated future 3D modeling and printing projects to reflect expansion into product design and prototyping
- Built and managed site using WordPress and Wix, optimizing navigation, mobile responsiveness, and user flow
- Implemented Google Analytics and SEO strategies to improve visibility, engagement, and search rankings

Technical & IT Experience

Digital Media & Technology Manager

Springfield Church of Christ | 2012 – Present

- Led the modernization and ongoing management of the church's website and digital assets.
- Designed and maintained the website using WordPress and Wix, ensuring mobile responsiveness and improved user experience.

- Managed all digital hardware, media assets, and social media accounts, increasing engagement and outreach.
- Implemented SEO and analytics tracking, optimizing digital presence and accessibility for members.

Technical Support Center Specialist

7-Eleven / Speedway | 2022 – Present

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

General Manager & Digital Strategy

Williams Sonoma | 2014 – 2021

- Managed district-wide digital marketing campaigns using email and social media platforms such as Instagram to drive customer engagement.
- Analyzed P&L, optimized inventory management, and implemented process improvements.
- Provided strategic leadership in operations, team development, and customer service.

Regional Manager & Project Management

The Kitchen Collection | 1998 – 2009

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

Additional Information

- Portfolio available at www.davidrbaily.com
- Open to UX/UI design, product design, and IT roles
- Passionate about creating seamless user experiences and intuitive digital solutions. Dedicated to designing inclusive digital experiences following WCAG and ADA best practices.