Waylon Baumgardner

Designer, leader, educator.

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Professional Experience

Senior Product Designer
Matterport
Aug. 2021 - Present

I led the design vision and helped set design direction for e-commerce. I designed new features and redesigned existing features to increase purchase conversion and simplify checkout. I presented design work. I built design prototypes. I collaborated with cross-functional partners in product, marketing, and engineering. I participated in planning and conducting user research. I also coached junior product designers.

Senior UX Strategist
Esri
Jan. 2021 - Aug. 2021

I defined the UX strategy for e-commerce experiences. I led UX design on a cross-functional e-commerce team charged with generating seven-figure annual revenue. I created UX deliverables such as competitive analyses, wireframes, journey maps, and user flows. I managed one UX designer and mentored junior designers.

Senior UX Designer
Esri
Sep. 2019 - Jan. 2021

I created design solutions to solve e-commerce problems. I served as primary UX designer on cross-functional e-commerce team with business analysts, product marketers, and software engineers. I authored user tests, facilitated workshops, and moderated usability studies. I wrote copy for error messages and buttons. I developed e-commerce design principles. I mentored junior UX designers.

Director of Web Development
California Baptist University
July 2018 - Sep. 2019

I directly managed four full-stack web developers. I project managed over 15 digital products. I established a visual design system to foster user-centered design thinking. I established an iterative development environment to speed up development and increase collaboration. I designed wireframes, UI components, and site maps. I provided thought leadership on strategic and tactical IT decisions with companywide impact. I collaborated with stakeholders from various business units and presented to key decision makers including C-Suite.

Senior Web Services Manager
California Baptist University
Feb. 2012 - July 2018

I managed in a player-coach capacity two full-time employees (web developer and content designer) responsible for 8 digital products serving 1.5 million annual unique visitors. I designed web pages including wireframes and UI mockups. I wrote copy including microcopy for buttons and navigation menus. I developed web pages using front-end technologies. I project managed multiple projects, including a university website redesign completed in under 10 months. I authored and moderated usability studies. I collaborated cross-functionally with digital marketers, print designers, and other stakeholders. I negotiated contracts and oversaw deployments of third-party vendor products/services.

Web/UI Designer
UC Riverside
Aug. 2009 - Feb. 2012

I developed 12 individual websites serving over 1 million annual unique visitors. I trained users on updating website content via content management systems. I planned and executed the department's first web application user research project. I worked cross-functionally with graphic designers and software engineers to execute on a digital communications strategy. I designed wireframes, user interfaces, and site maps.

Teaching Experience

Adjunct Professor of Design
University of Redlands
Jan. 2022 - Present

I teach and design curriculum for an undergraduate web design course focused on topics such as user experience design, user interface design, visual hierarchy, information architecture, design careers, front-end development, and Figma.

Adjunct Professor of IT
California Baptist University
July 2015 - Present

I teach and design curriculum for multiple courses to undergraduate and graduate students on information technology topics such as business software, project management, systems analysis/design, web development, networking, and information systems.

Education

Southern New Hampshire University
Master of Science in Information Technology
2015

University of California, Riverside
Bachelor of Arts in Political Science
2008

Skills

UX design
UI design
User research
Prototyping
Design systems
Storytelling
Mentoring
Development (HTML, CSS, JS)

Tools

Figma
FigJam
Sketch
Adobe Creative Cloud
Miro
Airtable
VS Code
GitHub

Volunteer Experience

Mentor
ADPList
Sep. 2021 - Present

Director (Board of DIrectors)
HighEdWeb Association
June 2017 - Feb. 2022

Awards

Top 1% Mentor (Individual Award)
Awarded to top performing mentors by ADPList
Apr. 2022

Top 1% Mentor (Individual Award)
Awarded to top performing mentors by ADPList
March 2022

Outstanding Student (Individual Award)
Awarded for earning a 4.0 GPA throughout the MSIT graduate program by Southern New Hampshire University
March 2015