



DANNY R. BAKER

DESIGN LEADER | PRODUCT DESIGN & UX, CREATIVE DIRECTION, BRAND SYSTEMS & AI-ENABLED WORKFLOWS

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CORE EXPERTISE

- **Design Leadership:**
Design Org Scaling, Team Leadership, Mentorship, Creative & Design Operations, Executive Stakeholder Alignment, OKRs
- **Product, UX & Research:**
Product Design, UX Strategy, Interaction Design, User Research, Journey Mapping, Accessibility / WCAG, Data-Informed Design, A/B & Multivariate Testing, Behavioral Insights, Performance Analysis, Vibe Coding
- **Creative & Brand:**
Creative Direction, Brand Creative, Visual Design, Brand Systems, Campaign Design, Digital Storytelling, Typography, Composition, Layout Design, Motion & Social Creative
- **Digital & Systems:**
Digital Design, Web Design, Interactive Design, Design Systems, AI-Enabled Workflows, Conversion Optimization, Cross-Functional Collaboration
- **Business & Systems:**
AI-Enabled Workflows, Design Operations, Conversion Optimization, Design Systems, Cross-Functional Collaboration

TOOLS & PLATFORMS

- Figma, Sketch
- Adobe Creative Cloud (print, digital and motion)
- Google Analytics
- HTML/CSS
- ChatGPT, Claude, Codex, Cursor, Custom GPT Agents

PROFILE

People-centered design leader bridging product experience, UX strategy, brand systems, creative direction, and AI-enabled workflows. I build collaborative, inspired teams and scalable digital experiences that connect user needs, business goals, behavioral insight, and strong visual craft.

PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

Danny Ray Design | San Francisco, CA Executive Design Consultant | 07/22 - Present

Partner with startups, growth-stage companies, and enterprise teams to shape product experience, brand systems, creative operations, and scalable digital experiences.

- Guide founders, C-suite, and product leaders on design strategy, team structure, brand experience, creative operations, and scalable design systems.
- Lead product, UX, brand creative, visual design, and digital experience initiatives across SaaS, fintech, healthcare, eCommerce, and consumer technology.
- Translate user research, business goals, behavioral insight, and performance signals into clear design strategies and measurable experience improvements.
- **Build AI-enabled workflows and custom agents** to accelerate research synthesis, content exploration, creative production, and experimentation.
- Collaborate with product, engineering, marketing, and leadership teams to create cohesive experiences across product, brand, and customer touchpoints.

Callisto Media Inc | Oakland, CA / New York, NY Vice President, Design | 05/21 - 07/22

Led a **120+ person design organization** across visual design, UX, product, research, content, motion, production, and creative operations.

- **Increased design output 300% while reducing costs 70%** through team restructuring, workflow redesign, automation, and AI-enabled production practices.
- Reorganized teams into specialized pods, improving ownership, speed, creative quality, and cross-functional alignment.
- Embedded human-centered, research-informed, and data-informed practices across creative, content, and product workflows.
- Partnered with executive leadership to align design strategy with revenue, growth, audience needs, and operational goals.

Magnus Idea LLC | San Francisco, CA Co-Founder & Chief Design Officer | 09/20 - 05/21

Co-founded a global creative and UX agency delivering brand strategy, product design, campaign direction, and creative operations for Fortune 500 and high-growth clients.

- Led distributed teams across UX, visual design, product strategy, creative direction, research, and digital production.
- Developed scalable design systems, prototypes, visual systems, and digital campaigns across fintech, SaaS, eCommerce, fashion, technology, and biotech.
- Guided clients on design maturity, product vision, brand experience, workflow strategy, and performance-informed design decisions.

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EDUCATION & TRAINING

Master's Degree

UX & Product Design

Maryland Institute,
College of Art

Bachelor of Arts in Graphic & Interactive Design

Portland State University

Executive Leadership Training & Coaching

Walmart Inc.

CERTIFICATIONS

Claude Code 101: From Prompt to Product

LinkedIn Learning

Getting Started with Vibe Coding

LinkedIn Learning

Gen AI for UX Designers

Coursera

OpenAI GPTs: Creating Your Own Custom AI Assistants

Coursera

Figma Teams Stakeholders and Design Reviews

LinkedIn Learning

Atlassian Agile Project Management Professional Certificate

LinkedIn Learning

Scrum The Basics

LinkedIn Learning

and many more...

VOLUNTEERISM LEADERSHIP

AIDS/LifeCycle (9x Cyclist & Team Captain)

Raised \$80K+ personally, built
and led a corporate team raising
\$1.5M+ over 5 years.

Created a platform for cross-
functional, cross-regional
team-building

Global Image Factory | San Francisco, CA / Mumbai, India

Vice President, Global Creative | 07/2019 - 09/2020

Directed a global UX, design, research, and creative team delivering digital commerce, campaign, motion, social media, and brand experiences for enterprise clients.

- Established unified standards across UX, visual design, research, and production to improve speed, consistency, and execution quality.
- Developed data-informed design frameworks using **analytics, A/B testing, conversion tracking, and user feedback** to improve engagement and campaign performance.
- Standardized creative workflows and design systems across distributed teams, reducing redundant effort and improving speed-to-market.

SoFi | San Francisco, CA

UX Creative Director (Contract) | 02/2019 - 06/2019

Led UX, web design, and product experience initiatives during a major fintech expansion phase, supporting new product launches and design system development.

- Rebuilt SoFi's responsive web design system to improve brand cohesion, design consistency, and design-to-development efficiency.
- Partnered with internal teams and an external agency on homepage redesign, product storytelling, conversion optimization, and user journey improvements.
- Supported the launch of new fintech products, including fractional investing and insurance, while balancing regulatory requirements, behavioral insights, brand trust, and user-centered design.

Walmart.com | San Bruno, CA / Bentonville, AR / Hoboken, NJ

Head of Design / Creative Director | 01/2012 - 04/2018

Promoted from Sr. Manager / Sr. Art Director | 08/2010 - 01/2012

Led a multidisciplinary digital design team across visual design, UX, product design, front-end execution, lifecycle marketing, eCommerce, and brand experience.

- Directed design for customer-facing digital commerce experiences serving millions of customers across web, mobile, email, grocery, financial services, and campaign ecosystems.
- Rebuilt Walmart's email and campaign design systems, **increasing segmented sends by 7x** while improving scalability, production efficiency, consistency, and campaign performance.
- Partnered with research, marketing, product, and engineering to translate customer insights, A/B testing, performance data, and behavioral signals into scalable design decisions.
- Collaborated with engineering on AI-powered personalization and dynamic content systems to create more relevant customer experiences.
- Championed accessibility and inclusive design by embedding ADA-compliant practices across digital teams and customer touchpoints.
- Built a stronger design culture through mentorship, operational clarity, and team leadership, helping **raise employee engagement from 47% to 85%**.

EARLIER EXPERIENCE

Publicis Groupe — Senior UX Designer, Contract

Sephora — Senior UX & Visual Designer, Contract

Gap Inc. — Senior Designer / Art Director, Gap Outlet & Banana Republic Factory Store

Aquent — Art Director / Senior Designer

Medion — Art Director

Bailey Gardiner, Inc. (aka 62Above) — Junior Art Director / Designer

