DANNY R. **BAKER**

DESIGNER & LEADER:
PRODUCT, UX AND VISUAL/BRAND

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LEADERSHIP & STRATEGY

- Executive Stakeholder Alignment
- Design Org Scaling & Mentorship
- OKRs / Strategic Goal Mapping
- Inclusive Design Leadership
- Cross-Functional Team Building
- DEI Advocacy in People, Product & Content

UX & RESEARCH

- Human-Centered Design
- Qualitative & Quantitative Research
- A/B & Multivariate Testing
- User Interviews / Focus Groups
- Behavioral Insights
- Accessibility / WCAG Standards

DESIGN SYSTEMS & PRODUCT DESIGN

- Design System Governance
- Scalable Component Libraries
- Visual Design & Interaction Design
- Omnichannel Experience Design
- Mobile / mWeb / App UX Consistency

PROFILE

Product & UX Designer and Design Leader with 20+ years of experience spanning fintech, eCommerce, SaaS, social, and content platforms. Skilled at both hands-on execution and scaling design organizations, delivering measurable business impact through strategy, systems, and collaboration. Brings deep expertise across *prototyping, visual design, design systems, accessibility, and empathy-led design* — blending craft with strategy to deliver measurable impact. Open to IC, leadership, and executive opportunities in remote, hybrid, or on-site across SF Bay Area, NYC, LA, and other major metros.

PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

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

- Provides design leadership and strategy consulting to enterprise and startup clients across tech, SaaS, fintech, healthcare, eCommerce, and consumer electronics.
- Advises C-suite and founders on org **scaling, talent strategy, and operational excellence.**
- Leads large-scale UX and product design engagements, integrating research to drive data-informed decisions.
- Develops **user-centric design strategies** aligned with product roadmaps and business goals.
- Partners cross-functionally with engineering, research, content, and data science to deliver cohesive, scalable experiences.
- Builds **design systems and embeds accessibility practices** from concept through launch.

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

- Expanded and led a cross-functional design org (UX, product design, creative, research, content, ops), **increasing headcount by 70% in three months.**
- Reorganized into specialized teams to improve efficiency, ownership, and collaboration.
- **Increased design output 300%** while maintaining quality by streamlining processes, tooling, and design ops.
- **Reduced design costs 70%** by leveraging automation and AI-driven workflows.
- Championed **inclusive design,** ensuring accessibility and representation in all content.
- Embedded human-centered design practices across the company.
- Fostered a culture of mentorship, empathy, and innovation.

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

Co-founded an international design agency delivering UX, product strategy, and creative direction for Fortune 500 and high-growth startups across fintech, eCommerce, and biotech.

- Co-founded a global design agency serving Fortune 500 and high-growth startups.
- Built and managed a **distributed global team** of designers and researchers.
- Led UX research and iterative design sprints to optimize digital products.
- Developed **atomic design systems** and interaction models.
- Advised clients on **design maturity scaling and roadmap prioritization.**

Global Image Factory | San Francisco, CA / Mumbai, India
Vice President, Global Creative | 07/2019 - 09/2020

- Directed international UX, design, and research teams serving Fortune 500 clients.
- Established a **unified design framework** to reduce redundancy and improve speed-to-market.
- Implemented **data-driven UX processes** (conversion tracking, A/B testing, feedback loops) to boost performance.
- Championed global collaboration by **aligning standards and tooling across offices.**

SoFi | San Francisco, CA
UX Creative Director (Contract) | 02/2019 - 06/2019

- Led the web design team during maternity leave coverage, driving design system and product initiatives.
- **Rebuilt SoFi's web design system** to ensure consistency, reduce delivery time, and improve cohesion.
- Partnered with an agency on a **homepage redesign aligned with conversion goals and user insights.**
- Launched **new fintech products** including fractional share investing and several insurance products in collaboration with various corporate partners.

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

- Scaled and led a multidisciplinary team (visual, UX, product, and front-end) delivering **customer-facing digital experiences** across web and app.
- Partnered with research to run **A/B tests, focus groups, and user studies to guide design.**
- Collaborated with engineering leadership and product teams to launch **AI-powered dynamic content,** improving personalization at scale.
- **Rebuilt the email design system,** boosting output 7x and driving measurable gains:
  - Bounce rate ↓ 0.7%, below 2% threshold
  - Conversion ↑ 0.5% overall, 1%+ in repeat-visit categories
- Embedded a **WCAG-first culture** with the Accessibility Lead, leading org-wide training.
- Served as **executive stakeholder for department-wide OKRs,** aligning org goals with company objectives.
- Elevated culture and morale — **employee engagement rose from 47% to 85%.**