DANNY R. **BAKER**

PRODUCT & UX DESIGN LEADER
DESIGN LEADER | RESEARCH-DRIVEN PRODUCT
STRATEGY | DESIGN SYSTEMS AT SCALE

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LEADERSHIP & STRATEGY

- Product Vision, UX Strategy & Roadmapping
- SaaS & Fintech Platform Leadership
- Cross-Functional Partnership (Product, Engineering, Marketing)
- Design Org Scaling & Leadership Development
- Executive Stakeholder Alignment & OKR Translation
- Design Systems as Strategic Infrastructure
- Inclusive Design Culture & Accessibility Standards (WCAG)
- AI-Enhanced Workflow Innovation

UX DESIGN & RESEARCH

- Human-Centered Design (HCD)
- End-to-End UX/UI & Interaction Architecture
- Web & Mobile Experience Design
- Qualitative & Quantitative Research
- A/B Testing & Experimentation Strategy
- Information Architecture & Prototyping
- Behavioral Insights & Usability Testing
- Scalable Component Libraries & System GovernanceAccessibility / WCAG Standards
- AI Agent Customization for UX/Product Design

PROFILE

Product Design leader with 20+ years building and scaling SaaS, fintech, and platform experiences used by millions. I operate at the intersection of **UX strategy, research-driven product development, and scalable design systems,** leading global teams of 120+ while remaining hands-on in complex product architecture and experimentation. Known for turning ambiguity into clarity, aligning design with measurable business outcomes, and building inclusive, high-performing teams that ship exceptional web and mobile experiences.

PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

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

Provide embedded product design leadership for SaaS, fintech, healthcare, and enterprise technology companies at critical growth stages.

- Lead end-to-end product design engagements from discovery through launch across web and mobile platforms.
- Conduct qualitative and quantitative research to validate product direction and improve activation, retention, and conversion metrics.
- Define UX strategy tied directly to product KPIs and business OKRs.
- Architect scalable design systems integrated with engineering workflows to reduce time-to-market and improve cross-platform consistency.
- Partner closely with founders, PMs, and engineering leads to shape product identity, interaction models, and roadmap prioritization.
- Integrate AI-enabled tooling to accelerate research synthesis, prototyping, and workflow automation.
- Build and mentor internal design teams, helping organizations mature from early-stage ambiguity to structured product excellence.

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

Led and scaled a 120+ person global design and research organization across product design, UX, creative, content, and operations.

- Integrated research and analytics into the product development lifecycle to drive data-informed decision-making.
- Reorganized teams into specialized product-focused pods to increase ownership, collaboration, and delivery speed.
- Increased design output by 300% while elevating quality standards and cross-platform cohesion.
- Reduced design costs by 70% through automation and AI-enhanced workflows without sacrificing user experience integrity.
- Championed accessibility-first product standards and inclusive representation across digital experiences.
- Mentored and developed senior design leaders, strengthening succession planning and organizational depth..

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 SaaS among others.

- 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 stakeholders on **product vision, roadmap alignment, and design maturity scaling.**

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

Served as interim UX leader during a major fintech expansion phase.

- Led rebuild of SoFi's rWeb design system to ensure brand consistency and accelerate product delivery across web and mobile.
- Simplified complex financial workflows, balancing transparency, regulatory clarity, and conversion optimization.
- Partnered with Product and Engineering to launch new fintech products including fractional share investing and insurance offerings.
- Led homepage redesign aligned with behavioral insights and measurable performance goals.

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 multidisciplinary UX, product design, visual design and front-end teams delivering high-scale digital commerce experiences.

- Owned seasonal & category UX strategy for high-traffic digital platform across desktop, mobile web, and app.
- Partnered with research to drive experimentation through A/B testing, usability studies, and behavioral analytics.
- Launched AI-powered dynamic content and personalization systems to increase engagement at scale.
- Built and scaled omnichannel design systems supporting product launches and campaign experiences.
    - Revamped email design system, increasing output 7x while improving performance:
    - Reduced bounce rate below 2%
- Increased average conversion rates by 0.5%–1%+ in key categories
- Translated executive OKRs into measurable design and UX performance goals.
- Led accessibility transformation in partnership with company accessibility leadership, embedding ADA-compliant-first culture.
- Increased employee engagement from 47% to 85% through leadership, mentorship, and organizational clarity.