

# Bailee Ziegenhagel

Product Designer

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## SUMMARY

Self-driven Product Designer with 5+ years of experience delivering sleek, inclusive, and scalable B2B SaaS products. Expert at delivering complex software designs to satisfy underlying user needs that fuel overall business goals. A research-led designer transforming intricate workflows into seamless solutions, driving design decisions and product direction through holistic insights. Committed to excellence through seamless collaboration and high-fidelity technical execution.

## EXPERIENCE

Edsby

**Product Designer**

MARCH 2022 - PRESENT

- Simplifying a complex onboarding process by owning the end-to-end redesign that bridged stakeholder needs and technical specifications.
- Optimizing business value by designing strategic data-heavy dashboards that address urgent customer needs and emerging industry philosophies.
- Driving product consistency and inclusivity by architecting a responsive design system and partnering with developers on CSS implementation.
- Aligning stakeholders on product direction by defending design decisions with data-informed research, through iterative wireframes and mockups.
- Scaling design output by using AI to assist research, iteration, and handoff.

**UX/UI Design Intern**

JANUARY 2022 - MARCH 2022

- Standardized research-centric design by aligning stakeholders on unified data analysis and iterative usability testing.
- Translated complex user needs into simple user experiences by conducting user interviews and creating user flow diagrams and story mapping.
- Enhanced visual feedback by integrating purposeful micro-interactions.

Copland Financial Ministries

**Product Designer & Media Consultant**

MAY 2020 - MARCH 2022

- Led the design and launch of their website and multimedia distribution.
- Improved user engagement resulting in a 119% increase in average session durations by restructuring the information architecture.
- Expanded their customer reach by identifying potential user needs and behaviours, resulting in the optimized distribution of 200+ resources.

## SKILLS

Design Thinking  
Information Architecture  
Design Systems  
Stakeholder Management  
User Research  
Usability Heuristics  
Usability Testing  
Inclusive Design  
Prototyping  
Visual Design  
Storytelling  
Figma  
Claude Code  
Sketch/Invision  
Product Analytics  
HTML, CSS, & JavaScript

## LANGUAGES

English  
French

## EDUCATION

University of Waterloo  
**HBA Global Business  
and Digital Arts**