Christopher Buckwalter

ChristopherBuckwalter@outlook.com | https://www.linkedin.com/in/bucky-buckwalter | https://www.bbdesignstudio.org
Senior UX Designer & Researcher | Focused On Data-Backed Product Decisions in EdTech & B2B SaaS | Timezone: EST

Professional Leadership Experience

UX Content Designer & Solutions Advisor   05/2025–08/2025
Digital Assurance Advisors   *Remote*

- Solely manage and execute the end-to-end UX content and marketing design pipeline, collaborating directly with the CEO to align branding, messaging, and business objectives.
- Developed a flexible, scalable design system in Figma to rapidly prototype and produce branded assets for digital campaigns, pitch decks, landing pages, and lead generation workflows.
- Use HubSpot to design, automate, and track email campaigns, develop targeted lead flows, and analyze performance metrics—translating insights into high-converting content strategies.
- Write and design UX-focused content that supports both sales enablement and client education, improving communication consistency across all marketing touchpoints.
- Helped position the company for sustainable growth by merging user-centered design thinking with performance-driven marketing tactics.

Senior User Researcher & Conversational Designer   05/2024–05/2025
James Madison University   *Virginia*

- Orchestrated 12,000+ students interactions through proactive outreach informed by conversational design, informing retention strategies
- Boosted student engagement by 25% by implementing heuristic evaluations to refine scripts, using natural language processing techniques, ensuring effective communication
- Pinpointed & highlighted top 3 pain points in student interactions (e.g., confusion about deadlines, lack of personalization) via affinity diagramming and audit trails
- Raised over $1 million in committed tuition fees through personalized student interactions.
- Mentored 2 staff members on outreach strategies and workflow methodologies, driving a 30% improvement in their efficiency and enhancing overall team productivity.

User Researcher & Conversational Experience Designer   05/2022–04/2024

- Directed 1,500+ personalized student interactions over 2 years, driving an estimated 45% increase in student commitment rates by tailoring communication to individual needs.
- Strengthened senior advisors by analyzing 500+ call transcripts, uncovering pain-points that shaped heuristic evaluation frameworks and improved decision-making.
- Proactively utilized user research methodologies independently, demonstrating strong initiative without managerial guidance

Lead User Experience Designer & Client Liaison   08/2024–12/2024
Musical Journeys   *Virginia*

- Spearheaded a 6-member cross-functional team (design, dev, product) across 4 agile sprints, delivering a polished web platform that secured 2nd place in a competitive evaluation
- Maximized design ops efficiency by restructuring Figma user interface files with standardized naming conventions and component libraries, reducing developer asset retrieval time by 40% and accelerating handoff
- Bridged design-dev gaps as the UX liaison, resolving 25+ design system inconsistencies during multi-stage reviews to maintain estimated 95%+ UI fidelity and reduce post-launch rework during the software development life cycle
- Owned design direction and adapted to tight deadlines across 4 sprints by centralizing and streamlining design documentation, improving team alignment by 25% and accelerating iteration cycles by 40%.

Product Designer & User Researcher | International   05/2024–08/2024
Verint Systems Incorporated   *Remote*

- Developed a new design system, establishing a unified visual language for B2B health products
- Engineered human-centric conversational interactions for B2C agents by leveraging DaVinci AI LLM to analyze and organize dialogue datasets, ensuring natural, context-aware responses that improved user satisfaction
- Initiated 20+ stakeholder interviews and usability tests, uncovering key pain points that informed design changes, resulting in a 25% reduction in user errors and significantly improved user satisfaction.
- Consolidated new UI components into an existing Figma framework and WordPress development, ensuring pixel-perfect design and cohesive messaging that enhanced user experience and engagement.

Education

James Madison University | Harrisonburg, Virginia
Bachelor of Arts in Media Arts and Design | Concentration in Interactive Design | Minor in Honors

Google | Coursera | User Experience Designer Professional Certification Courses
Mastered user research, ideation, and Figma to create seamless, user-focused designs for B2B and B2C deliverables.

Industry Certifications

Micros. | Career Essentials in Project Management by Microsoft and LinkedIn Professional Certification
Mastered project planning, resource management, and risk mitigation for successful project delivery.

Project Management Institute | Atlassian Agile Project Management Professional Certificate
Specialized in Agile workflows, sprint planning, and client-based management for adaptable solutions using Jira.

Key Proficiencies

Core Design & Research Competencies

Strategy & Design:
| Figma, Miro
| Adobe Creative Suite
| Technical Documentation
| Lottie Animations, Motion Design
| Content Management Systems
| Web Content Accessibility Guidelines (WCAG)

Testing & Coding:
| HTML, CSS, JavaScript, React
| Generative AI
| Qualitative & Quantitative Data Analysis
| A/B Testing & Data Driven Methodology

Collaboration:
| Microsoft Office Suite
| Figjam