

Alan Baker

UX Director

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SUMMARY

USMC veteran functioning as Head of Design at a K-12 curriculum company used by 500+ school districts: directing design across 5 connected surfaces, owning design governance and AI policy, and advising the CTO and CEO. Previously led UX strategy for a \$50M platform serving 300,000 students.

SKILLS

Leadership: Design Team Leadership, Mentorship, Design Operations, Design Governance, Design Systems at Scale, Product Strategy, Roadmapping, Executive Stakeholder Management, AI Policy

Design: End-to-End Product Design, Information Architecture, Interaction Design, Usability Testing, Heuristic Evaluation, WCAG/ARIA Accessibility, AI-Assisted Design Workflows

Tools: Figma, Figma Make, Claude, Sketch, Adobe CC, ProtoPie, Framer, Confluence, Jira, Power BI, Google Analytics, Hotjar, Aha!

EXPERIENCE

CPM Educational Program

Oct 2025 – Present

Lead Product Designer, functioning as Head of Design

- Directed design across 5 connected surfaces (district admin, teacher, student, Infinite Practice, agentic tools), setting design standards, process, and governance for the org
- Led the myCPM redesign: ran a heuristic evaluation of 3 entry points, validated direction through customer research and usability testing, and aligned 8 stakeholder groups on one design direction
- Owned the ELS admin console redesign: brought design into an engineering-only build, designed role-based access with a CSM admin role, and set shared customer-facing terminology
- Defined design strategy for Digital Assessment Administration, aligning product, engineering, and grading-policy stakeholders on LTI Advantage grade passback and proficiency-based grading
- Established the CPM design system (Material Design 3 aligned), design decision records, and a naming authority used across every product line, documented in the Design and Product Confluence space
- Authored the first AI usage policy for design, setting the org stance on AI-assisted work, and introduced Claude and Figma Make workflows for rapid prototyping and design-to-spec documentation
- Partnered directly with the CTO and CEO as a founding member of the first cross-functional product team at CPM, and proposed a restructured company meeting cadence

Waterford.org

Mar 2022 – Mar 2025

Associate Director of User Experience | promoted from Senior UX Designer (2023) and UX Designer (2022)

- Led UX strategy for a \$50M K-2 education platform serving 300,000 students, and contributed research and design work that secured \$9M in grant funding for a platform upgrade
- Set the product strategy and roadmap for early-learning programs (reading, math, science), prioritizing with engagement, retention, and learning-outcome metrics
- Developed and governed the design system, with Material components for teacher and admin tools and a custom student palette, raising development speed 62% and code reuse 80% and cutting deployment time 65%
- Ran usability testing and heuristic analysis, including with K-2 learners and educators, and owned information architecture and onboarding across admin tiers and user types
- Mentored the UX team through structured critique and design discussions with developers, and set WCAG/ARIA accessibility as a standard while shortening development cycles

Ophidian Interactive

2021 – Present

Director of UX and Co-Creative Director | side project

- Co-lead product vision, creative direction, and UX for ChivalBee, a platformer in development, owning the world, characters, UI/UX, and information architecture
- Direct creative vision from concept through production with a co-director across art, animation, UI, and narrative, and set studio-wide branding and visual style
- Build audience and relationships in games media through YouTube, Instagram, and ties to prominent creators, publishers, and journalists, bringing attention to ChivalBee ahead of release

Ridgeview Global Studies Academy

2017 – 2022

UX Instructor and Curriculum Designer

- Designed and iterated end-to-end educational curricula using performance data and stakeholder feedback, aligning instruction with institutional goals across administrators, IT, and educators

Theorist Media

Oct 2017 – Sept 2020

Content Researcher and Script Writer

- Drove research-driven content strategy for Game Theory and Film Theory, YouTube channels that grew from 14M to 22M+ subscribers and added 2.2B+ views over a 3-year tenure
- Researched and pitched episode concepts timed to release dates and sponsorship windows, balancing creative direction with business goals across both channels

Lightring Design

2015 – Present

Freelance UX and Digital Media Designer | side project

- Managed client engagements for Amcore Solutions, Food Star, Publix, and the American Society of Cinematographers, spanning UX strategy, product design, and live-event broadcast design
- Produced Amazon presentation videos and localized Figma UI elements for Brazil, the UK, Mexico, and Japan
- Oversaw client relationships and delivery end to end, from discovery through design systems and brand assets

EDUCATION

Keiser University

2015

Bachelor's Degree, Sports Medicine

CERTIFICATIONS

CSPO, Aha! Professional Product Management, Microsoft Product Specialist, Technical Product Management