

Courtney Yamanishi-Baker

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Senior Product Design IC / Manager Hybrid with expertise in product strategy, design leadership, and end-to-end design. Translates complex needs into scalable solutions across B2B, Enterprise SaaS, EdTech, MedTech, and AI-driven products. Proven track record refining architecture, implementing design systems, and delivering measurable results that boost engagement, increase usage, and simplify decision-making.

Expertise: Design Leadership | Product Strategy | Information Architecture (IA) | Data-Rich UX | Mentorship | Design Thinking | User Experience Research (UXR) | B2B/B2C/Enterprise SaaS | Customer Experience (CX) | Online Reputation Management (ORM) | Artificial Intelligence (AI) | EdTech | MedTech

Professional Experience

U.S. News and World Report (Education)

April 2023 - June 2025

Senior UX and Product Designer

Digital media company using world-class data for independent reporting and rankings for various platforms

- Facilitated cross-functional workshops, shaping product strategy, features, and product development
- Fully redesigned the Scholarship Finder, boosting active users 195% with end-to-end product design
- Refined information architecture of Paying for College, increasing views 44% and improving UX clarity
- Designed a centralized User Dashboard, improving engagement and increasing account creation
- Directed generative AI products, enabling strategic product decisions through end-to-end product design

Reputation

August 2018 - February 2023

UX Manager

Previously Lead UX Designer, UX Designer

B2B SaaS ecosystem with natural language processing AI insights and online reputation management tools

- Directed design strategy for a B2B Enterprise SaaS platform, driving revenue from \$50M to \$110M ARR
- Improved sales and customer retention rates by overhauling the UI with scalable, accessible designs
- Defined product strategy for the main product offering, raising the Net Promoter Score (NPS) by 28 points
- Established a 0 - 1 design system, creating cross-team consistency and increasing design and dev velocity
- Defined product workflows company wide to deliver quality user experiences with rapid iterations

Enlume

June 2017 - August 2018

UX Designer

Lean startup focusing on developing technology services like AI, Machine Learning, and Data Engineering

- Directed design and research initiatives for a mental health platform servicing the Norwegian government
- Navigated ambiguity in 0-1 environments, rapidly defining product direction through iterative prototyping
- Collaborated with international teams to deliver cohesive UX across engineering, design, and product

Multiple Clients

June 2016 - June 2017

UX Design Consultant

- Delivered usability insights across industries, driving up to 242% page views with iterative UX
- Select Clients: IBM, Upland Software, Parity One, Integra Training, Global Warming for Busy People

Education

- Bachelor of Arts (B.A.) | Philosophy | San José State University
- Certification | Interaction Design | Cooper Professional Education
- Apprenticeship | UX + UI Design | Bloc