



ANGELIA BAXTER, CUA

PRINCIPAL UX/UI DESIGN & RESEARCH CONSULTANT

PROFILE

A passionate user advocate with 25+ years enterprise, startup, and agency design expertise. A collaborative leader with enterprise experience in both staff and consulting capacities leading, strategizing, collaborating, translating, and balancing complex business and user requirements into simplified, user-focused B2B and B2C solutions.

EDUCATION & CERTIFICATIONS

2006
CERTIFIED USABILITY ANALYST
HUMAN FACTORS INTERNATIONAL

1989 - 1994
BBA , MANAGEMENT
GRAND VALLEY STATE UNIVERSITY

TEACHING ENGAGEMENTS

ADJUNCT INSTRUCTOR, 2017 - 2020
MOBILE UX DESIGN & INFORMATION DESIGN
SAN FRANCISCO STATE UNIVERSITY

INSTRUCTOR, 2019
VISUAL DESIGN
UC BERKELEY ADVANCED MEDIA

TRAINER, 2016
UX DESIGN & RESEARCH
IMPARTURE

INSTRUCTOR/MENTOR, 2015-2016
UX DESIGN BOOTCAMP
GENERAL ASSEMBLY

PEER COACH TRAINER, 2011
SENIOR COMPUTER LITERACY
CONTRA COSTA COUNTY SENIOR EMPLOYMENT

K-8 INSTRUCTOR, 2008-2009
COMPUTER TECHNOLOGY
TRINITY CHRISTIAN SCHOOL

CONTACT INFORMATION

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[LinkedIn](#)

[IMDB](#)

PROFESSIONAL ENGAGEMENTS

- 2024: PANELIST**, NEW PARKWAY THEATER - *DIRECTING & FILMMAKING*
- 2020: GUEST SPEAKER**, UC BERKELEY EXTENSION - *UX/UI DESIGN CAREER OUTLOOK*
- 2019: PARTICIPANT**, CANADA COLLEGE DIGITAL ART & ANIMATION ADVISORY BOARD
- 2019: GUEST SPEAKER**, HULT INTERNATIONAL BUSINESS SCHOOL - *RUNNING START PROGRAM*
- 2018: GUEST SPEAKER**, COLLEGE OF SAN MATEO - *USER EXPERIENCE DESIGN*
- 2018: PANELIST**, OAKLAND UNIFIED SCHOOL DISTRICT - *CAREERS IN TECH & DESIGN*
- 2017: GUEST SPEAKER**, OAKLAND UNIFIED SCHOOL DISTRICT - *WHAT MAKES A GOOD DESIGNER?*

AWARDS & RECOGNITION

- 2017: BEST OF 2017**, LINKEDIN PROFINDER - UX DESIGN
- 2015: BEST OF BRENTWOOD**, COMPUTER SOFTWARE CATEGORY

KEY CAREER HIGHLIGHTS

DESIGN LEADERSHIP / INNOVATION / COLLABORATION

- Managed a multi-site, 7 member collaborative design team resulting in a unified, rebranded product suite.
- Led multi-site (U.S. & Canada), 8 member design team during standards creation, consolidation and implementation efforts.
- Led a successful international enterprise flagship design partnership between Commerce One and SAP Germany.
- Developed, marketed, and managed a county-wide Pilot Senior Digital Inclusion program resulting in county-wide adoption.
- Created standardized guidelines and templates for 6 software offerings, including reusable code widgets and custom icon libraries.
- Redesigned and updated two enterprise applications resulting in acquisition.
- Negotiated with development to convert an application suite to standardized stylesheets and localization strings.
- Instructed and mentored 30 UX Designers during a 10-week UX Design Immersive resulting in a 95% hire rate in the UX field.

PROFESSIONAL EXPERIENCE

FOUNDER, PRINCIPAL UI/UX DESIGN & RESEARCH CONSULTANT 2008 - PRESENT
THE KREATIV STUDIO, INC., BAY AREA, CA

- Provide various consulting services to enterprise, small business, and agency clients
- Perform discovery, research, branding, strategy, and documentation services
- Design, document, research, and test various client UI's, features, and artifacts
- Collaborate with in-house teams to improve client applications (web, mobile, and native)

UI/UX DESIGNER (FREELANCE) 2007
BRIDGESTREAM, SAN FRANCISCO, CA (ACQUIRED BY ORACLE)
ENTERPRISE WEB APPLICATION DESIGN | ICON DESIGN

SENIOR USER INTERFACE ENGINEER 2006
EMC INSIGNIA, WALNUT CREEK (ACQUIRED BY VMWARE)
DESKTOP SOFTWARE DESIGN | ICON DESIGN & DOCUMENTATION

SENIOR USER INTERACTION DESIGNER/PRODUCT LEAD 2004 - 2006
EMC DOCUMENTUM, PLEASANTON, CA
ENTERPRISE WEB APPLICATION DESIGN | STANDARDS | USER TESTING

UI/UX DESIGNER (CONTRACTOR) 2003 - 2004
CHARLES SCHWAB, SAN FRANCISCO, CA
ENTERPRISE WEB APPLICATION DESIGN | INTRANET

MANAGER USER INTERFACE DESIGN 1999 - 2003
COMMERCE ONE, PLEASANTON, CA (ACQUIRED BY PERFECT COMMERCE)
ENTERPRISE WEB APPLICATION DESIGN | STANDARDS | USER TESTING

PORTFOLIO & CAPABILITIES

- [EXPLORE THE KREATIV STUDIO, INC.](#)
- [CLIENT TESTIMONIALS](#)
- [PROJECT CASE STUDIES](#)
- [CORE CAPABILITIES](#)
- [PHOTOGRAPHY HIGHLIGHTS](#)