Blair Bailey

Web Designer

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SUMMARY

Web designer with 4 years of experience in agency and direct-to-consumer work, designing in Figma and building responsive layouts in HTML/CSS and Webflow. Redesigned a checkout flow that raised conversion by 18% and led a site-wide component library adopted across 12 landing pages. Comfortable pairing design decisions with A/B test results.

EXPERIENCE

Web Designer — Hollowbrook Studio

Portland, OR · Mar 2022 – Present

- Redesigned the checkout flow for a client's e-commerce site in Figma, simplifying it from 5 steps to 3 and raising conversion by 18% over an 8-week A/B test.
- Built a reusable component library in Figma and Webflow covering buttons, forms and cards, adopted across 12 landing pages and cutting new-page design time by 40%.
- Designed and shipped responsive layouts for 9 client websites, each tested across 5 breakpoints before handoff to developers.
- Ran usability tests with 8 participants per round for a client's booking flow, cutting form abandonment from 22% to 9% after 2 rounds of revisions.
- Collaborated with 3 front-end developers on handoff specs, reducing design-related QA tickets by a third after switching to detailed Figma auto-layout files.

Junior Web Designer — Fernlight Goods

Portland, OR · Jul 2020 – Feb 2022

- Designed landing pages for 20+ product launches in Figma, working from brand guidelines to a mobile-first layout each time.
- Rebuilt the homepage hero section after reviewing 3 months of heatmap data, raising click-through to the shop page by 11%.
- Maintained the brand's design system in Figma, documenting 40 components used by 2 other designers and 4 developers.

SKILLS

Design: Figma, Adobe XD, Photoshop, Illustrator

Build: HTML, CSS, Webflow, WordPress (Elementor)

UX: Wireframing, usability testing, A/B testing, responsive and mobile-first design

Collaboration: Design systems, developer handoff, stakeholder presentations

CERTIFICATIONS

Google UX Design Certificate, 2021

EDUCATION

B.A. Graphic Design, Portland State University, 2020

Fictional example by FindAJobAI: the person, employers and numbers are invented.