

Diana Freeman-Baer

Design Strategist & Manager
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As a design strategist and manager, I guide diverse customers and cross-functional teams to transform their businesses and bring their products to market by focusing on **people, vision, and process**. I enable customers and teams define new growth opportunities and bring their strategic vision to life. I've led multi-million-dollar contracts in healthcare, automotive, telecommunications, smart cities and smart buildings, insurance, and industrial IoT.

PEOPLE

People first || Formed collaborative and trusting rapport with customers, partners, key stakeholders and team members through empathy, transparency, and inclusivity

Business development || Cultivated client relationships, established strategic channel partnerships, drove product strategy, and identified key partnership opportunities: during the previous two years, customer engagements led to \$56M in contracts

Customer success || Improved customer satisfaction by creating a pre-qualifying sales tool, increasing cultural sensitivity during the strategy phase, and guiding the hand-off between the strategy phase and the development phase of engagements.

Team builder || Hired and managed cross-functional creative teams and agencies that include: interaction and visual designers, content strategists, and software developers

Coaching || Mentored and empowered individuals and teams to develop great interpersonal communication skills and a solid vision for professional growth

Collaboration || Partnered with executives, product managers, engineering, data scientists and marketing to define and execute on proposed strategies

VISION

Design thinking || Facilitated 30+ client strategy workshops over the past three years; balanced business requirements with users' needs and technical limitations to develop a solid vision

Product definition || Broke down big ideas into solvable, scalable projects which led to the creation of two businesses valued over \$1B

Analysis || Leveraged broad range of industry experience and research to identify patterns and apply new business models for the creation of compelling solutions

Contract negotiation || Partnered with sales to craft and present proposals to customers

Planning and execution || Ascertained and articulated the cost/benefit ramifications of customer expectations, customer problems and proposed solutions

Delivery || Designed for both commercial and enterprise on a variety of native and web experiences across mobile, tablet, desktop, and TV as well as service and print design

PROCESS

Design practice || User-centered and agile methodologies that include ethnographic research, wireframing, prototyping, journey maps, service blueprints, storyboarding, functional specs, and usability testing

Creative direction || Supervised resources and best practices in order to deliver great multi-channel customer experience on time, across a range of products and projects

Process improvement || Designed better operating rhythms with product and engineering teams that led to quality solutions being shipped faster

Results driven || Drove customer satisfaction through quantitative and qualitative feature analysis to improve the end-user experience and evaluate product roadmap priorities

Facilitation || Developed facilitation tools for design thinking workshops

Budgeting || Set and monitored a \$250,000 budget alongside other UX design managers

EXPERIENCE

Senior UX Manager || GE Digital, Predix Platform, March 2017 - present

Responsible for the strategy and design of productivity tools for Predix, a software platform for the collection and analysis of data from machines. Predix has 30,000 active developers. Built and oversaw a cross-functional creative team and best practices to deliver great customer experiences on time, across a range of products.

Staff UX/UI Designer & Strategist || GE Digital, October 2014 - February 2017

Consulted for clients from diverse industries and countries to develop a strategic vision of their digital transformation. Directed design and engineering in building customers visions. Examples: Current (\$5B business valuation) and Project Northstar (sold as part of software unit to Veritas for \$1.05B).

Lead UX/UI Designer & Strategist || Healthagen, March 2013 - September 2014

Unlocked startup opportunities that focused on building a better healthcare system as part of the Design Strategy Group at Aetna's incubator, Healthagen. Led research and design for a wide range of solutions including employee wellness, cancer caregiver support, and more.

Lead UX/UI Designer || HearsaySocial, May 2011, March 2013

Collaborated with executive leadership to empower highly regulated businesses to use social media and build customer relationships. Led user experience and marketing design. Built the creative services and product design teams from 1 to 7 members.

Interaction Designer || MOG, Inc., April 2010 - May 2011

Product and brand designer for MOG, an early online subscription music service. Partnered with product management and engineering to define MOG's product strategy and grow the subscriber base by 200% in under a year. Shortly after, MOG was purchased by Beats Electronics.

Freelance Designer || February 2009 - April 2010

Clients: Sephora inside JCP, Piperlime, Soundhound App, and PopJewels

Graphic Designer || Kodak Gallery, May 2007 - February 2009

Graphic Design Intern || C2, LLC / Bielenberg Design, May 2006 - August 2006

Office Manager/Executive Assistant || TECTA Associates, June 2003 - July 2004

Designer & Producer || INETV AG, January 2001 to March 2003

EDUCATION

BFA (Graphic Design) || California College of the Arts

BBA (International Business) || University of Missouri - Kansas City

International Business || FH Furtwagen, Germany

HONORS

Speaker || GE Software Technology Conference

Speaker || SXSW Eco 2016

Guest Panelist || Panel on IoT, Haas School of Business, UC Berkeley

Moderator || Join the Equation, GE Women's Network

PATENTS

312727-2 || System for collection, analytics and display of indoor positioning data

US9070110B2 || Identification of unknown social media assets

OUTREACH

STEAM Curriculum || Designed a one-day curriculum to spark middle school girls' passion and confidence in STEAM by providing both theoretical and practical knowledge on design thinking, problem solving, and hands on software coding. Curriculum is used by GE and Microsoft is considering using the program in 2018.