

Bailey Kass is a Seattle-based *product designer* with a *systems-minded* approach to *identifying the right problems* and *solving them at scale*.

baileykass.com

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I'm known for simplifying complex workflows, elevating visual quality, and driving alignment.

EXPERIENCE

SEP 2022 — SEP 2025

Checkr

Staff Product Designer

- Defined visions that influenced roadmaps and strategic planning across product teams; partnered with team leads to translate high-level visions into roadmaps and shippable work.
- ‘25 Designed a North Star vision for **ordering** that incorporates AI-driven recommendations, supports a range of customers—from novices to enterprise power-users—and positions Checkr as a trusted thought partner.
- ‘24 Redesigned the **end-to-end onboarding** experience from marketing site, to sign-up, to ordering; informed a new sign-up flow, home page, and later vision work.
- ‘23 Led a **design vision** sprint for the **customer product experience**, which served as a jumping-off point for experience redesigns, system updates, hackathon projects, and 0→1 work across multiple products. Organized workshops with internal SMEs; facilitated working sessions with designers; prototyped designs and presented work.
- Significantly influenced self-service growth on the Growth team through flow redesigns, ten A/B(+C/D) tests in order and sign-up flows, and a net-new product home page. Increased self-service activation by 4%; increased revenue per report by 15%.
- Redesigned Checkr's most critical surface, the **report page**—an information-dense review workflow used by professionals with varying expertise—overhauling information architecture, accommodating diverse content types, and estimating \$2.5M+ in annual revenue impact.
- Defined systems and frameworks used across product teams, including modular UI logic and extensible task surfaces. Co-led design system updates and evangelization: rebuilt 15+ Figma components, defined token structure, partnered with Brand Studio on typography and color standards, and implemented system-wide updates.
- Leveraged AI tools to move faster and provide differentiated value to customers. Prototyped to validate proofs of concept; expedited testing and result analyses. Initiated Checkr's first customer-facing AI tool, translating legal jargon into clear charge definitions, now used by thousands of unique users weekly.
- Promoted March 2024

JUN 2021 — AUG 2022

Medly Pharmacy

Senior Product Designer

- Redesigned and launched Medly's iOS app; led patient-focused research; collaborated with other designers to mature our UI, brand expression, and voice across consumer products.
- Partnered across pharmacy- and provider-facing teams to mitigate risk and ship scalable solutions.
- Promoted March 2022

JAN 2019 — MAY 2021

Eventbrite

Product Designer

- Designed key features supporting the platform migration for high-touch Music clients, including content management and publishing workflows; co-led Sketch→Figma migration; served as acting PM and designer for Organizer App during pandemic strategy pivot.
- Promoted September 2019

EDUCATION

Western Washington University

Design BFA, Psych minor

SKILLS

- Product Design (UI, UX)
- Design systems
- Design visioning
- Research, synthesis

APPROACH

- Scalable frameworks
- Product strategy
- Cross-functional
- Rapid prototyping

TOOLS

- Figma, advanced features
- AI, Claude Code, Lovable
- Amplitude, Looker
- UserTesting, Lyssna, Rally