

## ABOUT

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

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

BAILEYKASS.COM

LINKEDIN

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## EXPERIENCE

SEP 2022 — SEP 2025

### Checkr

#### Staff Product Designer

- Defined visions that influenced roadmaps and strategic planning across multiple product teams; partnered with team leads to translate high-level visions into roadmaps and shippable work:
  - '23 Led a design vision for the **customer product experience**, which served as a jumping-off point for experience redesigns, design system and architecture updates, hackathon projects, and 0→1 work across multiple products. Organized workshops with internal SMEs; facilitated working sessions with designers; prototyped designs and presented to the product org.
  - '24 Redefined the **self-service customer onboarding experience**—website, to sign-up, to ordering—informing a new sign-up flow, home page, and order vision.
  - '25 Designed a North Star for **ordering** that incorporates AI-driven recommendations, supports varying use cases, simplifies repeat ordering, and positions Checkr as a trusted partner.
- 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%.
- Strategically redesigned Checkr's most critical product surface—the Report page—estimating \$2.5M+ in annual revenue from improved retention, cross-product growth, and proactive support.
- Defined systems and frameworks used across product teams, including modular UI logic, extensible task surfaces, and design system improvements. Proactively audited disparate color and typographic styles and implemented new, scalable design tokens.
- Leveraged AI tools to move faster and provide differentiated value to customers. Validated and prototyped proofs of concept; expedited concept testing, usability testing, and result analyses. Conceptualized Checkr's first customer-facing AI tool, translating legal jargon into clear charge definitions, now used by thousands of unique users weekly.

JUN 2021 — AUG 2022

### Medly Pharmacy

#### Senior Product Designer

- Redesigned and launched Medly's iOS app; led the company's first patient-focused research; collaborated with other designers to mature our UI, brand expression, and voice across consumer products.
- Worked with individuals across the org—including pharmacy- and provider-facing teams—to mitigate risk and execute on scalable solutions that address patient needs.

JAN 2019 — MAY 2021

### Eventbrite

#### Product Designer

- Designed key features supporting the platform migration for high-touch Music clients; co-led Sketch→Figma migration; served as acting PM and designer for Organizer App during pandemic strategy pivot.

## EDUCATION

### Western Washington University

DESIGN BFA, PSYCH MINOR

## SKILLS

- Design visioning
- Design systems
- Research, synthesis
- Mentorship

## APPROACH

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

## TOOLS

- Figma (etc.)
- Amplitude, Looker
- Jira, Confluence
- UserTesting, Lyssna, Rally