

# RASHAAD BATEN

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Portfolio at [rbaten.com](http://rbaten.com)

## WORK EXPERIENCE

### **Lead Designer** Synapticure - Remote | 2021 - 2025

- Designed and built the internal clinical platform used across the entire care team, unifying workflows from Canvas, Google Sheets, and Customer.io into a single, core system
- Created a modular design framework enabling PMs and engineers to rapidly develop new workflows without reinventing UI patterns
- Supported company growth by owning Webflow and marketing design (site updates, landing pages, email templates) during high-demand periods

### **Senior Product Designer** Cricket Health - San Francisco, CA | 2020 - 2021

- Designed patient and clinician-facing features for kidney care management products, improving clarity of care plans and team coordination
- Collaborated with care ops and clinical leads to refine workflows based on patient journey insights

### **Senior Product Designer** Workato - Mountain View, CA | 2019 - 2020

- Led design for workflow automation interfaces, focusing on simplifying complex integration steps for enterprise users

### **Lead Product Designer** Sapling - San Francisco, CA | 2018 - 2019

- Built the design team and re-envisioned the People Operations experience
- Implemented a design system to accelerate design, engineering, and QA velocity
- Led the design of a new Slack integration for key personas
- Mentored designers and established internal processes

### **Senior Product Designer** Slant - San Francisco, CA | 2015 - 2018

- Increased clicks on primary revenue generator by 3× via redesigned core interaction
- Increased new-user conversion by 32% through personalized onboarding systems
- Reduced bounce rate by 13% by redesigning IA
- Built testing processes; improved user contribution by 25%; improved retention by 35% via lifecycle emails

### **Lead Product Designer** Construct, LATAM - Brazil/Remote | 2014 - 2015

- Redesigned MVP into a full product across web, iOS, and Android
- Built cohesive identity systems and interactive prototypes
- Implemented user testing and collaborated with dev/business teams

**Product Designer** Planpot Design Works - Hamamatsu, Japan | 2014

- Designed client websites, attended client meetings in Japanese, and introduced new design techniques that improved delivery speed

**Product Designer** Innovating, Inc. - Mountain View, CA | 2012 - 2014

- Designed web app (Inkgrph.com) and iPhone app (Vycarious)
- Owned frontend styling using HTML/CSS/AngularJS and created design guidelines

**Freelance Graphic Designer** Caspari McCormick - Wilmington, De | 2009 - 2012

- Designed print + digital work across multiple industries; supported magazines, SEO, and front-end production

FOUNDER PROJECTS

**Chekt** AI fact-checking (GPT-4 / multi-model pipelines / automated verification)

**Amber** Automated portfolio creation from Figma projects (Figma API / LLM summaries / design intelligence)

EDUCATION

**Defense Language Institute - Japanese** 2013 - Monterey, Ca

**Houston School of Advertising** 2009 – Houston, Tx

**B.F.A. Advertising and Graphic Design** 2009 - Sam Houston State University - Huntsville, Tx

CAPABILITIES

0→1 Product Design · System Design · Internal Tools & Platforms · UX Strategy

Rapid Prototyping · Design Systems · AI/LLM Workflow Integration

Webflow Development · Front-end Fluency (HTML/CSS/JS)

Cross-functional Ops · Growth & Experimentation