



Gaige Redd

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[Portfolio](#)

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Summary

With over 15 years of experience in UX/UI design, I use strategic design thinking, user research, and data to solve business problems. My experience spans human-centered AI, concept-to-launch product delivery, content discovery, interaction design, and systems thinking.

Work Experience

BambooHR | Sr. UX Designer | 10/2025 - 09/2026

- Led zero-to-one discovery and design of Bamboo's new Recognition and Rewards platform.
- Implemented unobtrusive AI suggestions that boosted recognition participation by 56%.
- Member of Bamboo's internal Design Research Group.

Fabric | Sr. UX Manager | 09/2022 - 09/2025

- Spearheaded the design of new AI-enabled workflows, achieving a 3% reduction in fulfillment costs.
- Managed four direct reports, cultivating career growth through mentorship, goal-setting, and performance evaluations.
- Championed cross-functional UX integration across product, engineering, marketing, and customer success. Instituted processes that enhanced organizational communication.

Purple Innovation | Principal/UX Manager | 12/2019 - 09/2022

- Orchestrated research and design of a new product detail page architecture, yielding a 61% increase in upgrades.
- Engineered a 30% rise in conversion through a newly devised promotion architecture.
- Developed a comprehensive user research program within the first six months, providing vital customer-experience insights from multiple data sources.

Chatbooks | Sr. UX Designer | 04/2016 - 12/2019

- Achieved an 8% lift in average order value by designing and implementing a new cart and checkout flow.
- Drove a 35% increase in subscription conversions over 12 months through iterative enhancements to onboarding and checkout.
- Formulated test-and-learn methodologies rooted in user research and experimentation to consistently elevate product performance.

SlingTV | Sr. UX Designer | 10/2014 - 04/2016

- Led the UI redesign, contributing to Sling TV winning the 2015 Best of CES award.
- Collaborated with product managers, software development managers, and engineers to align vision and strategy, resulting in a streamlined roadmap that improved delivery timelines.

SubConnect | UX/UI Designer | 05/2014 - 09/2014

- Navigated complex accounting and compliance frameworks to identify commonalities across companies, enabling data-informed workflows.
- Implemented best practices and developed branding, user interfaces, UX, information architecture, and SubConnect's design system.

G5 Leadership | UX/UI Designer | 01/2013 - 04/2014

Riser Media | Art Director | 04/2012 - 12/2012

Axis41 | Designer | 02/2005 - 03/2012

Related skills

- Experienced mentor and manager
- In-depth understanding of UX best practices across multiple platforms
- AI tooling to enhance workflow (Claude, Obsidian, VS Code, Playwright, Figma MCP)
- Versed in a range of user-research methods and when to use them
- Expert knowledge of Figma, Sketch, Adobe Creative Suite, and other industry standards