

# Bailey Latimer

Designer • Developer

## Work

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### **Creative Director, GoSun** 2019 – Current

Created a design system, prototyped an e-commerce interface, & developed a Shopify Plus theme.

- *Conversion: +340%*
- *Bounce-rate: -10%*
- *Average session duration: +45s*

### **Freelance, Latimer Design** 2017 – Current

Building consumer-facing sites and brand identities with a minimalist approach. Recent work: [Ladder 19](#)

### **Visual Design Co-op, Crown Equipment** 2018

Built interactive design system documentation with custom tools like a color-picker, asset manager, and live-type preview.

## Projects

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### **Flatware, Kickstarter** Fall 2019

Creative Lead / #1 trending campaign / 7,704 backers pledged \$310,283 to help bring this project to life.

### **Chill, Indiegogo** Spring 2019

Creative Lead / #1 trending campaign / 1,011 backers pledged \$700,881 to help bring this project to life.

### **100 Days of Vector, Instagram** 2018

Posted illustrations 100 days in a row, reached 115k+ people.

## Education

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### **University of Cincinnati** Class of 2020

BA in Information Systems, Lindner College of Business.  
Member of Bearcat Developers club.

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## Skills

User Research

User Experience

Wireframing

Prototyping

Usability Testing

Visual Design

Branding

Design Systems

Web Architecture

Version Control

Documentation

Automation

## Tools

Figma

Sketch

Framer X

Airtable

Adobe Creative Suite

## Languages

HTML/CSS

JavaScript

Git

