CHRISTOPHER BALDOCK

UX x VISUAL x DESIGN

skullseed.co   (562) 469-0514   crobin1981@gmail.com

SUMMARY

UX thinker & visual designer with 10+ years across SaaS, e-commerce, hardware, and nonprofit spaces. I alchemize research, systems thinking, and aesthetics into engaging, measurable outcomes. Loves teamwork, mentoring, and designing for people and planet.

WORK HISTORY

UX DESIGNER ▸ SKULLSEED.CO
APR '25 – PRESENT   📍 USA

- Delivering pro-bono and low-cost UX leadership to mission-driven environmental and nonprofit organizations, including Fullerton Arboretum, Heart of a Child International, and Dhammastudies Online.

✈ UK – USA RELOCATION
JAN '24 – JAN '25   📍 USA

SR. PRODUCT DESIGNER ▸ OPENBLEND
DEC '21 – AUG '23   📍 UK

- Led product audit and redesign increasing core engagement by 30%
- Conducted 50+ user interviews and discovery workshops to drive evidence-based product decisions.
- Authored public roadmap and led customer webinars, improving retention by 10% and sentiment by 15%.

SR. PRODUCT DESIGNER ▸ Multitone
MAY '19 – DEC '21   📍 UK

- Introduced Agile practices and cross-team workflows, reducing time-to-market by 60%.
- Established a unified design system across iOS, Android, and Desktop, cutting engineering requests by 20%.
- Conducted nationwide on-site research with NHS and enterprise security teams, improving user sentiment by 25%.

SR. UX DESIGNER ▸ LAKESHORE LEARNING
OCT '13 – OCT '18   📍 USA

- Redesigned cart and checkout flows, increasing annual revenue by 30%.
- Led search and PDP enhancements, improving product discovery by 40% and ATC rates by 15%.
- Ran A/B testing and front-end optimizations, boosting engagement metrics while reducing dev effort by 30%.

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TOOL STACK

UX / VISUAL
Figma
Framer
Procreate
Adobe Creative Suite
Affinity Suite

CODE
HTML / CSS
JavaScript
Eleventy (11ty.dev)
PHP / WordPress

PRODUCTIVITY
Atlassian Jira
Atlassian Loom
Obsidian
Miro
Perplexity.ai

HARD SKILLS

RESEARCH
Surveys / Personas / Interviews / Trend research / Competitor analysis / Journey maps / Storyboards

PROTOTYPING
Sketching / Low-fidelity wireframes / Fully interactive mockups / Feature documentation

TESTING
AC authoring / Remote testing / On-site usability testing / A/B & multivariate testing

CERTIFICATION & EDUCATION

TREES ARE ESSENTIAL: 4TH/5TH GRADE FIELD TRIP PROGRAM
Fullerton Arboretum – 📅 SEP '25

CONNECTING CHILDREN WITH NATURE: EXPERIENCING THE ARBORETUM THROUGH A SENSORY PERSPECTIVE
Fullerton Arboretum – 📅 OCT '25

HUMANITY-CENTERED DESIGN
IxDF (Interaction Design Foundation) – 📅 JUN '25

APPRENTICESHIP, GRAPHIC DESIGN, PRINT, & WEB
Fine Design – 📅 SEP '04

FOUNDATION DEGREE (ASSOCIATES), GRAPHIC DESIGN & PRINT
Slough & Langley College – 📅 SEP '01

VOLUNTEERING

UX Sustainability & Permacomputing advocate ▶ IxDF Irvine.

Docent of Bird Discovery / Field Trip Leader ▶ Fullerton Arboretum

Field Volunteer ▶ National Audubon Society.

Food packer ▶ LA Regional Food Bank.