

Nate Bauer

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SUMMARY

Founder of a design education nonprofit, marketing nonprofit chairman, public speaker, and hackathon winner with a track record of leading cross-functional teams and delivering impactful digital experiences. Blends systems thinking with Agile and Lean practices to scale design operations, mentor designers, and champion user-centered outcomes. Experienced in both agency and enterprise settings, with a strong foundation in UX, facilitation, and decentralized product team leadership.

EXPERIENCE

Senior Product Designer | Centene Corporation (Fortune 25)

September 2021 - Present

- Led a 25+ person, \$40m initiative product team through Agile and Lean UX practices to test, validate, and launch 5 enterprise-scale MVPs.
- Developed a scalable, repeatable product design process adaptable to team size, project structure, and varying design requirements regardless of environment or constraints.
- Managed project momentum by creating a tailored design-to-development handoff process ("Slicing") that improved cross-functional communication and stakeholder alignment.
- Accelerated product development by building and maintaining 3 design systems using Atomic principles that ensured brand consistency, accessibility, and scalability across teams and projects.
- Delivered rapid ROI by leading prioritization and design strategy across 7 individual product teams, accelerating time-to-market and maximizing product impact.
- Drove consistent, measurable outcomes by establishing collaborative frameworks and standardizing best practices across decentralized product teams through defining design standards and hosting workshops, DesignOps and Design Guild initiatives.

UX Designer | Exchange Bank

July 2015 - July 2021

- Spearheaded the rebranding, design, and launch of a 500+ page website, aligning cross-functional teams to deliver a unified brand experience across all departments.
- Increased conversion rates by creating validation strategies grounded in qualitative and quantitative metrics, enabling actionable, data-driven insights.
- Accelerated delivery timelines by introducing Scrum, Agile, and human-centered design practices across a 10+ person product team and a 20+ person department.
- Ensured full legal compliance and accessibility by transforming a 500+ page website to meet ADA, Section 508, and WCAG AA standards-while maintaining a 100% Lighthouse score.

Creative Director | Already Set Up

April 2013 - April 2016

- Developed and launched 80+ custom websites leveraging WordPress, HTML, and CSS to meet diverse, user-centric client needs and technical requirements.
- Ensured on-time, on-budget delivery by managing client relationships and coaching through the web development lifecycle.
- Trained 40+ clients on the content management system and aligned stakeholders around an 'outcomes over output' strategy to drive meaningful results.

Web Designer | Business Website Center

July 2010 - June 2025

- Designed custom visuals and layouts for 20+ service-based websites using Photoshop, Illustrator, and InDesign.
 - Developed 20+ custom websites with HTML and CSS to align with each client's brand and service offering.
 - Partnered directly with clients on live design adjustments, balancing user experience with client preferences.
 - Contributed to a lean in-house team at a startup web agency, delivering end-to-end design support for small business websites.
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INVOLVEMENT

Product Design Mentor | ADPList

July 2023 - Present

- Mentor 50+ students in weekly sessions covering UX theory, design processes, Agile methodologies, enterprise structures, and career development topics, including portfolios and résumé counseling.

Chairman | Professional Marketing Group

July 2018 - January 2021

- Planned and executed monthly events, including professional lectures, studio tours, and mixers, culminating in hosting a marketing conference with over 300 attendees.

Co-Founder | North Bay Designers

January 2015 - August 2018

- Provided accessible design education and career resources to a growing professional community by organizing and hosting 20+ free monthly events.
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EDUCATION

UX Design Spring Cohort | Springboard

February 2021 - October 2021

- Engaged in supplemental learning to address skill gaps and support professional growth.

Design Sprint | AJ&Smart

March 2021 - April 2021

- Certified Google Design Sprint Facilitator masterclass.

Certified Scrum Master | Scrum Alliance

July 2019

- Pursued advanced education to strengthen skills in organizing and leading decentralized Agile product teams.

Product Design & Marketing | Santa Rosa Junior College

September 2008 - July 2017

- Completed 40+ junior college courses over ten years, self-funding continuous education while building a broad, adaptable skillset.
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SKILLS

UX Design, Design Systems, Design Sprint Facilitation, UX Coaching, Prototyping, Team Leadership, Lean UX Framework

Agile and Lean Practices, User Experience, User-Centered Design, Interaction Design, Visual Design, Product Design, Project Management

Figma, HTML / CSS, Adobe Photoshop, Adobe Illustrator, ADA / Section 508 / WCAG 2.2, Certified Scrum Master, Atomic Design Principles
