

Dale Baker Jr.

dalebakerux.com • dalebakerux@gmail.com

Combining the empathy of a Product Designer with the storytelling of a Communications Major.

EXPERIENCE

Product Designer

Shoonya Kids (Master's Capstone)

Jan 2025 – Jun 2025

I defined interaction patterns for early readers, designed child-friendly affordances and feedback systems, led accessibility decisions for sensory and motor needs, iterated mid- and high-fidelity designs through usability testing, and partnered with other researchers and a PM to balance learning goals with feasibility.

- **Designed inclusive** storytelling frameworks for students with learning disabilities, grounding design decisions in accessibility research and educator feedback.
- **Conducted** iterative usability testing with teachers; **100% reported intent to integrate** the learning tools into classroom instruction.
- **Synthesized qualitative insights** into actionable product requirements and design refinements.

Product Designer

Institute for Black Justice

Apr 2021 – Apr 2025

Through annual symposiums, I collaborated with community members to design, research, and present innovative concepts to stakeholders on social justice issues. These efforts resulted in adopted plans developed in partnership with the University of Washington–Tacoma's Global Innovation and Design Lab and neighboring nonprofits.

- **Co-led participatory design** sprint sessions with Tacoma community members focused on reparations and restorative justice.
- **Collaborated** across partners including Forterra NW and the Colored Women's Club to support the acquisition of the Nettie Asberry Home (**\$2M valuation**).
- **Translated community input** into design artifacts that supported advocacy, alignment, and stakeholder decision-making.

Promotion Specialist

Washington State Opportunity Scholarship

Jan 2023 – Oct 2023

I traveled throughout Washington State to establish relationships and build trust with underserved communities, including those with limited access to resources, low higher-education attainment rates, and at-risk populations. Through event planning, presenting, and co-designing initiatives with community leaders, I helped increase both application rates and scholarship acceptance outcomes.

- **Co-designed** outreach and engagement materials with education community leaders across Washington State.
 - **Increased** scholarship applications by **11%** for Baccalaureate and **9.5%** for Career & Technical programs through **strategic outreach and engagement efforts**.
 - **Conducted** A/B testing to refine scholarship email and ad messaging, improving clarity and accessibility for target audiences.
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EDUCATION

University of Washington

MS, Human-Centered Design & Engineering, 2025

University of Washington

BA, Communication, 2021

Shoreline Community College

AA, Communication & Media, 2019

SKILLS AND TOOLS

UX & Product Design

Interaction Design, User Flows, Storyboarding, Information Architecture, Wireframing, Prototyping

UX Research

Usability Testing, Interviews, Surveys, Diary Studies, Journey Mapping, Affinity Mapping, Concept Testing

Tools

Figma, Atlas.ti, Miro, Notion, Procreate, Salesforce

ADDITIONAL JOBS

MENTOR | Mentoring Students and Teens, 2024 – Present

Communications Specialist | Colemon & Associates, 2019 – 2023

UX DESIGNER | Super Purposes, 2021 - 2022