

# Anna Grace Bayliss

Charlotte, NC | 404-797-5932 | agrobins17@gmail.com | [linkedin.com/in/ag-bayliss](https://www.linkedin.com/in/ag-bayliss) | [agbayliss.com](https://agbayliss.com)

## Building with AI

### The Family Fridge

04/2026 – present

- Designed, built, and shipped a live mobile web app still in active use by my family. Shipped 17+ features and fixes to production since the May 2026 MVP, each driven by real user feedback.
- Used a Jobs-to-be-Done lens to weigh each feature against the product's intent, deferring in-demand ones that didn't fit rather than building by default.
- Built a tokenized design system and authored reusable AI guardrail tooling to keep AI-generated code consistent.

## Work Experience

### IfThen | Remote

Senior UX Designer

02/2025 – present

UX Designer

02/2022 – 02/2025

#### CCRRC Website Redesign (Coca-Cola Retailing Research Council)

- Owned end-to-end UX for a 13-month redesign from discovery through launch; the work led client leadership to re-engage the agency for a second phase in 2026.
- Made a 72-report research library navigable by designing a dual-pathway information architecture (4 topic and 2 audience entry points), refined across 4 rounds of card sorting; post-launch usability testing showed strong task completion and findability.
- Converted 90+ page PDF reports into semantic, screen-reader-navigable HTML with section-level analytics, giving the client their first measurable view into which research drives engagement.
- Rebuilt the design system to WCAG AA standards before development, then partnered with engineering throughout the build to maintain design quality into production.

#### Design systems and workflow initiatives

- Built the Root Design System, an unbranded, reusable Figma template that became a common starting point for new agency projects and the foundation for a later \$2M+ redesign. Drove adoption via Figma Office Hours, a weekly class I founded.
- Piloting a design-to-dev workflow: building responsive components directly in code with AI tooling in place of static Figma handoff.

### Thrive | Atlanta, GA

UX Design Contractor

10/2021 – 02/2022

- Untangled legacy design files and built a versatile Figma design system that helped the team move faster on a complex medical product.
- Harnessed the in-house research team's existing findings to inform several new design directions and prototypes, and applied labeling practices that reduced confusion across the design files.

### You42 | Atlanta, GA

UI/UX Designer

08/2020 – 10/2021

- Sole designer at the company. Led the full redesign of You42.com, taking it from dated to a modern, more usable interface that met both stakeholder and user needs.
- Established a scalable design system in Figma and supported the scrum process with developer-ready stories in Jira.

## Skills

### AI-assisted design and development

Building responsive UIs in code with AI  
Rapid prototyping in live HTML/CSS

### UX and product design

User research  
Usability testing  
Information architecture  
Interaction design  
Wireframing  
Prototyping  
Customer journey mapping  
Responsive web design

### Design systems and accessibility

Component libraries  
Design tokens + documentation  
Design-to-dev handoff  
WCAG AA compliance

### Tools

Claude Code  
GitHub  
Vercel  
Jira  
Figma

## Education

University of Georgia  
Bachelor of Arts  
Entertainment and Media Studies