Chayla Baer | Product & Learning Experience Designer | Program Strategist

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Multidisciplinary designer and program strategist with 20+ years of experience across business, education, technology, and financial services. Combines instructional design, UX, and business strategy to develop learning experiences, improve complex systems, and strengthen customer experiences.

Experience:

Business & Personal Finance Educator / Academic Interventionist (MTSS) | December 2024–Present
Grayslake North High School

- Developed a comprehensive Entrepreneurship curriculum and redesigned Personal Finance coursework to emphasize business strategy, financial literacy, and real-world application.
- Design and facilitate 90-minute, multimodal learning experiences combining instruction, collaborative projects, simulations, presentations, and assessments.
- Create instructional materials, rubrics, and assessments tailored to diverse learner needs, including IEP/504 accommodations and multilingual learners.
- Analyze learner performance and feedback to refine curriculum, differentiate instruction, and provide targeted academic interventions.
- Collaborate with families, counselors, administrators, and cross-functional stakeholders to improve learner engagement and academic outcomes.
- Monitor academic performance within the MTSS framework, identify learners requiring intervention, and coordinate targeted academic support.

Product Designer (Contract) | January 2024–November 2025
Korion Health

- Designed and refined patient-centered heart and lung screening workflows for the SoundHeart System, improving usability and guiding first-time and returning users through at-home screenings.
- Developed high-fidelity prototypes across desktop, tablet, and mobile, incorporating iterative feedback to improve the patient experience.
- Developed inclusive body illustrations and visual guidance to help patients navigate screening procedures independently, regardless of body type or ability.
- Collaborated with designers and physician-founders to align patient needs with clinical and business requirements.
- Contributed to a healthcare innovation recognized with the 2024 Hult Prize ($1 million award) and partnerships with Walgreens, the U.S. Department of Veterans Affairs, and Doxy.me.

Product Designer (Contract) | July 2024–September 2024
Eqtble

- Redesigned dashboard and reporting workflows for a people analytics platform, making complex workforce data easier to navigate and interpret.
- Conducted competitive analysis and heuristic evaluation to identify usability gaps and inform design improvements.
- Created high-fidelity wireframes focused on reducing friction and supporting data-driven decision-making.

Marketing & Brand Strategy Consultant | December 2020–November 2025
DBC Brand

- Developed brand strategies, messaging, and cross-platform marketing campaigns for clients across finance, retail, technology, agriculture, wellness, and lifestyle industries.
- Managed multiple client initiatives simultaneously, developing content strategies and coordinating campaign execution to strengthen brand positioning, audience engagement, and digital visibility.
- Led marketing strategy and content development for clients including Greenwood Bank, First Women's Bank, Fruit Growers Supply, Sonim Technologies, Westfield Old Orchard, DBC Brand, and Ralph H. Simpson Co.
- Advised Greenwood Bank during a year-long engagement, identifying audience and messaging opportunities that contributed to an increase of 50,000 Instagram followers.

Program Manager | June 2014–April 2019
Markel Corporation

- Led underwriting operations, strategic client relationships, and team development, strengthening service delivery and customer retention within a Fortune 500 organization.
- Designed and delivered onboarding programs, training materials, operational manuals, and client resources for internal teams and business partners.
- Partnered with marketing teams to develop client communications and business development initiatives that strengthened agent relationships and supported account growth.
- Spearheaded a website redesign informed by agent feedback, reorganizing complex information to simplify application workflows and reduce inbound support inquiries.
- Analyzed underwriting performance, marketing activity, and retention data to identify opportunities and support growth of a $23M book of business.

Professional Liability Underwriter | October 2007–June 2014
Markel Corporation

- Underwrote professional liability products including Miscellaneous E&O, Architects & Engineers, Technology, Employment Practices, and Dentists' Malpractice for State Farm Specialty Products.
- Served as a subject matter expert and trusted resource for insurance agents, evaluating complex risks, reviewing contracts, and collaborating with legal, claims, and marketing teams to resolve client needs.
- Analyzed market trends and competitive data to identify business opportunities, strengthen product positioning, and support client retention and growth.

Skills:
Instructional Design · Curriculum Development · Learning Experience Design · UX/UI Design · User Research · Program Management · Client Relationship Management · Stakeholder Management · Data Analysis · Training & Facilitation · Brand Strategy · Figma · Canva · Schoology

Education:
MBA, Project Management — Keller Graduate School of Management, DeVry University
BBA, Management Information Systems — Loyola University Chicago
UX/UI Foundations — Avocademy