

# DIEGO BACA

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## HELLO!

I am a design manager working at Microsoft, with over 10 years of design experience. I have managed several talented design teams shipping world-class products for Microsoft Windows, Office and Bing.

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## EDUCATION

**M.A. Graphic Design (distinction)**  
**University of the Arts London**  
London, United Kingdom  
2007

**Post-graduate Diploma**  
**Design for Visual Communication**  
**University of the Arts London**  
London, United Kingdom  
2006

**B.A. Psychology, Chemistry**  
**Whitman College**  
Walla Walla, WA  
2001 - 2005

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## SKILLS

Design management	●●●●●
Design strategy	●●●●●
Art direction	●●●●●
Information architecture	●●●●●
Framework design	●●●●●
User experience design	●●●●●
User interface design	●●●●●
Application design	●●●●●
Web design	●●●●●
Responsive design	●●●●●
Rapid prototyping	●●●●●
Adobe Creative Suite	●●●●●
Sketch	●●●●●
HTML/CSS	●●●●●
XAML	●●●●●
Javascript	●●●●●

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## EXPERIENCE

**Principal Design Manager**  
**Microsoft**  
Redmond, WA  
Feb 2016 - present

**Windows Membership**  
Managing a team of twelve designers working on: privacy.microsoft.com, accounts.microsoft.com, support.microsoft.com, Microsoft's Support Virtual Agent and Microsoft Rewards.

**HIGHLIGHT:** *Launched Microsoft Rewards (previously Bing Rewards) increasing active users by 1.4M and registering 20K new users per day.*

**Principal Design Manager**  
**Microsoft**  
Bellevue, WA  
Feb 2015 - Feb 2016

**Microsoft Teams**  
Led a team of ten designers who worked on the concept designs for the chat-based workspace shipped with Office 365.

**Principal Design Lead**  
**Microsoft**  
Bellevue, WA  
Sept 2014 - Feb 2015

**Information & Content Experiences**  
Led a team of six designers responsible for the 2014 redesign of the MSN homepage and MSN's UX framework, and common controls.

**Senior Design Lead**  
**Microsoft**  
Bellevue, WA  
Oct 2011 - Sept 2014

**Application Experiences**  
Senior Design Lead on the team that delivered the News, Sports, Travel, Finance, Food & Drink, Health & Fitness and Weather apps for Windows 8, 8.1 & Windows Phone 8.

**HIGHLIGHT:** *Nominated to Microsoft's bench program for high potential employees.*

**Designer II**  
**Microsoft**  
Bellevue, WA  
Mar 2010 - Oct 2011

**Bing**  
Lead designer responsible for the Bing Bar 7.0 and Bing for iPad 1.0.

**HIGHLIGHT:** *Bing for iPad became the #1 free iPad app in the App Store in less than 24 hours. It achieved PC Mag Editors' Choice rating and won a Design & Engineering Showcase Award at CES 2012.*

For complete work history visit:  
[www.linkedin.com/in/bacadd](http://www.linkedin.com/in/bacadd)