

ERIC BAIK

Houston, TX • hello@ericbaik.com • ericbaik.com • polystaq.com • socialhabitmarketing.com • linkedin.com/in/ericbaik

EDUCATION

Rice University, School of Architecture

Houston, TX

Bachelor of Architecture (B.Arch)

EXPERIENCE

PolyStaq

Houston, TX

Founder, Design + Engineering

Sep 2026 – Present

- Founded and built a visual process-analysis and scenario-planning product: describe a messy process, get a model you can see, refine, and simulate.
- Own the full stack: product strategy, UX and design system, Next.js app, Supabase, Cloudflare R2, Upstash, and Stripe billing.
- Run go-to-market solo: positioning, funnel, pricing and packaging, beta program, and content.

Social Habit Marketing

Houston, TX

Co-Founder & Chief Operating Officer

May 2024 – Present

- Scaled Social Habit Marketing from \$0 to \$1M ARR in 2.5 years.
- Founding operations and design lead for a content- and data-driven marketing agency serving 50+ clients across content, social, paid media, and web.
- Bridge strategic decision-making to tactical execution through talent acquisition, system building, and change management.
- Built the internal tooling and automation stack: CRM and pipeline, attribution and reporting, AI-assisted content and ops workflows.
- Designed and engineered the agency website and client landing pages with a focus on conversion and SEO.

Kreative Media

Magnolia, TX

Product Designer

Jul 2023 – Dec 2023

- Led design on a B2B SaaS client project focused on optimizing time-on-task and business-management tooling.
- Designed and launched a B2C client rebrand on the web and designed a prospective SaaS revenue stream (mobile).
- Guided multiple projects with UX rigor across accessibility, privacy, and usability.

Purcell

London, UK (Remote)

UX Designer (Contract)

Jan 2023 – Feb 2023

- Ran CSAT and A/B testing that improved the onboarding flow to score higher on usability than competitors.
- Authored design principles for UX investment and a design document enabling a clean handoff.
- Delivered UX design for a biotech startup's smart-inhaler and companion mobile app in four weeks.

Ennead Architects LLP

New York, NY

Rice Preceptee

Sep 2021 – Jun 2022

- Established workflows that optimized the architectural rendering pipeline.
- Contributed to 10+ fast-paced competition projects for international clients (incl. Alibaba) and domestic developers.
- Communicated with international partners, billion-dollar stakeholders, and developers.

SKILLS & INTERESTS

Technical: Product design, Design systems, Prototyping, Full stack development, System design & architecture, Data engineering, DevOps & infra, Automation & internal tools

AI: AI implementation, AI orchestration, LLM workflows for small teams

Go-to-market: GTM engineering, Sales engineering, Revenue ops, Growth & funnels, Paid media, Marketing ops, SEO

Operations: Operations, Process design, Team building, Hiring ops

Tools: TypeScript, React / Next.js, Astro, Node, Postgres / Supabase, Cloudflare, Vercel, Tailwind, Figma, HubSpot, Meta & Google Ads, Claude / OpenAI APIs