Cameron Kurtz

UX/Product Designer with a background in visual communication design and a Master's in Human-Computer Interaction from UC Berkeley. Brings 10 years of hospitality experience and hands-on expertise designing for both B2B and B2C environments.

cameron.kurtz@berkeley.edu | www.cameronkurtz.com | linkedin.com/in/camkurtz | 209-988-5094 | San Francisco, CA

EXPERIENCE

UX Design Intern, UC Berkeley IT (June 2024 - September 2025)

- *Key Project: UC Berkeley School of Public Health Program Finder Redesign*
  - Improved the program discovery process through user-centered design and information architecture, accommodating both prospective and current students. Simplified navigation and reduced decision fatigue by minimizing the number of steps required to browse and apply to programs (from 6 clicks to 4 and from 4 decisions to 2).
  - Conducted interviews and usability tests with three current Public Health students to gather feedback on the website design and functionality. Iteratively refined the design based on insights, improving the overall user experience and satisfaction.
  - Facilitated asynchronous design critiques and communicated effectively with team members and stakeholders. Regularly met with the front-end developer to ensure technical feasibility, showing ability to work independently and coordinate across teams.
- *Additional Contributions for UC Berkeley IT:*
  - Updated and standardized the design system by applying new semantic and primitive color tokens across all Figma components, ensuring Web Content Accessibility Guidelines (WCAG) accessibility compliance and improving consistency and scalability.
  - Redesigned mobile tables to improve readability and usability for UC Berkeley staff and students, securing stakeholder buy-in from product managers and developers.
  - Conducted usability testing with 13 users and synthesized findings through affinity mapping to produce a recommendations report and impact analysis that informed stakeholders' decisions on a new enterprise system.
  - Collaborated with stakeholders to increase navigation clarity on the student portal by introducing a chevron affordance to the student profile menu, enhancing discoverability for over 45,000 students.

Co-founder & Lead Product Designer - FloodNavigator (Nov 2024 – Present)

- Led 0-1 product design for a mobile web app designed to help Accra residents report and navigate floods in real time by leveraging crowd sourced data.
- Co-led an in-person participatory workshop with users from Accra, generating insights that directly informed key features like enhanced accessibility and flood reporting strategy.
- Applied an agile UX process from user research to usability testing, delivering an MVP under development and timeline constraints.
- Designed interactive map experiences through wireframes and prototypes, allowing users to post and view local flood conditions to support safer navigation.

UX Design Intern, Junior Wildlife Rangers (Jan 2021 – Sep 2021)

- *Key Project: Programs Page Redesign*
  - Led the redesign of the Programs page to enhance user engagement and encourage children to earn digital badges, resulting in increased accessibility for individuals who didn't have proximity to a Wildlife Refuge.
  - Created a visually compelling homepage banner to introduce users to a new badge program, effectively driving user interest and participation.

EDUCATION

University of California, Berkeley (08/2023 – 05/2025)
Masters of Information Management and Systems | Emphasis: Human-Computer Interaction and UX

San Francisco State University (08/2018 – 12/2020)
Bachelors of Science, Visual Communication Design

SKILLS

Research + Design
Figma, Adobe Creative Suite, Interaction Design, Design Systems, Rapid Prototyping, Wireframing, High-Fidelity Mock-ups, Card Sorting, Usability Testing, User Interviews, Competitive Analysis, A/B Testing, Heuristic Evaluation, UI Design, User-journey Maps, Qualitative Research, User Research

Technical
HTML, CSS, React, JavaScript, Jira