

Cameron Kurtz

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UX Designer with a Master's in Information Management and Systems (HCI focus) from UC Berkeley and a B.S. in Visual Communication Design. I leverage 10 years of hospitality experience to design empathetic, consumer-centric solutions for complex service ecosystems. Proven track record in optimizing discovery flows, scaling design systems, and collaborating with cross-functional stakeholders to ship high-quality B2B and B2C digital experiences.

EXPERIENCE

Lead UX Designer & Developer (Freelance)

Spokane Watercolor Society

Remote | Nov 2025 - Feb 2026

- Redesigned and migrated a legacy non-profit site to Webflow, implementing a scalable CMS to empower non-technical stakeholders to manage artist galleries and event calendars independently.
- Optimized Information Architecture by streamlining complex navigation and content hierarchies, resulting in a 150% increase in new member sign-ups month-over-month (comparing January 2025 to January 2026) through an improved discovery and onboarding flow.
- Executed an accelerated 6-week design-to-development lifecycle, managing the full project scope from initial stakeholder discovery and wireframing to a site ecosystem using Memberstack, Make.com, and Webflow implementation and final deployment.

UX Designer

UC Berkeley IT

Berkeley, CA | Jun 2024 - Sep 2025

- Key Project:** UC Berkeley School of Public Health Program Finder Redesign
 - Served as lead designer to improve the prospective student user journey and program discovery experience through user-centered design and information architecture. 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 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 both synchronous and asynchronous design critiques and collaborated closely with the front-end developer (project client) to align design intent with technical feasibility, ensuring a cohesive, accessible final product that met both user and stakeholder needs.
- 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 tables on student portal to be mobile friendly, effectively improving 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 financial enterprise system.

Co-Founder and Lead Product Designer

FloodNavigator

Berkeley, CA | Nov 2024 - May 2025

- Defined product vision and design strategy for a mobile web app enabling Accra residents to report and navigate floods in real time using crowdsourced data.
- Co-led an in-person participatory workshop with 3 users originally from Accra, generating insights that directly informed key features like enhanced accessibility and flood reporting strategy.
- Applied a full agile UX process from research to usability testing, delivering a functional MVP within a 5 month deadline while collaborating closely with cross-functional team members.
- Awarded James R. Chen Award for Masters level final capstone project | UC Berkeley's Big Idea Awards finalist

EDUCATION

University of California, Berkeley

Berkeley, CA | Aug 2023 - May 2025

Master of Information Management and Systems | Emphasis: Human-Computer Interaction and UX

- Relevant Coursework: Qualitative Research Methods, Interface Aesthetics, Product Design Studio, Front-end Web Architecture, Social Psychology in Design

San Francisco State University

San Francisco, CA | Aug 2018 - Dec 2020

Bachelor of Science, Visual Communication Design

SKILLS

Design User Experience (UX), Interaction Design (IxD), User Interface (UI), Visual Design, Design Systems, Information Architecture (IA), User Flows, Wireframing, Mobile Design, High-Fidelity Mockups, Rapid Prototyping, User-Journey Maps, Product Design

Research Qualitative Research Methods, Design Thinking, Heuristic Evaluation, A/B Testing, Usability Testing, Affinity Mapping, User Interviews, Service Design

Technical & Tools Figma, Adobe Creative Suite, HTML, CSS, React, Javascript, Vibe-coding, Cursor, AI, CMS, Dovetail, Figma Make