

# Levi Campbell

Product Designer | levicampbell.com

## Experience



### Product Design Manager - Orion Advisor Solutions

March 2022 — Today

- Mentored, coached, and led a team of six product designers responsible for Orion's entire product suite.
- Conducted interviews, hired candidates and wrote job descriptions and interview questions.



### Senior Product Designer - Orion Advisor Solutions

February 2020 — March 2022

- Designed and shipped multiple flagship features used by financial advisors across the country on a daily basis to run and monitor their business.
- Led and maintained the company's design system, contributing both to the design and development.
- Established new processes for the design team's critiques, peer reviews and onboarding.
- Owned research efforts, conducted user interviews and launched/analyzed usability studies.



### UX Designer - Gallup

January 2019 — February 2020

- Designed, monitored and updated the user experience of Gallup's enterprise web app, Gallup Access.
- Launched a new login workflow as well as major features: Action Planning and Help Center
- Built the foundation for the company's first design system.



### Quality Assurance Engineer - Firespring

November 2016 — September 2018

- Oversaw quality assurance of Firespring's CMS web app, Springboard.
- Wrote and designed automated test suites and test plans using Selenium and other test management tools.
- Researched, designed, and championed new applications and best practices.

## Education

### Bachelors in Advertising & Public Relations

University of Nebraska – Lincoln

## Skills

Visual Design  
Data Visualization  
Prototyping  
Product Strategy  
UX Research  
Design Leadership

## Tools

Figma  
Adobe Creative Suite  
HTML / CSS  
Git

## Social

[figma.com/@levicampbell](https://figma.com/@levicampbell)  
[linkedin.com/in/levi-campbell/](https://linkedin.com/in/levi-campbell/)

Experience (continued)



### **Web Designer - NIC Inc.**

December 2015 — November 2016

- Designed and developed government agency websites using Drupal with strict ADA compliance requirements.
- Developed new strategies to increase public utilization through research and analytic data analysis.
- Wrote social media copy and created graphics and video content.



### **Web Strategist Intern - ForgeLight Creative**

May 2015 — December 2015

- Designed, developed and maintained Wordpress websites for various industries. (restaurants, e-commerce, b2b, b2c)
- Implemented SEO best practices and leveraged analytic data to drive web traffic.
- Managed client social channels, shooting photo/video, writing copy, and scheduling posts.