

Justin Campbell

Product Designer
Health and Wellness

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[Portfolio](#) | [Linkedin](#)

UX / UI Design

- Product Design
- Information Architecture
- Prototypes, Wireframes, & Mockups
- UI Design & User Flows
- Design System Management

User Experience Research and Insights

- User Interviews & Surveys
- Usability Testing & User Testing
- User Personas & Journey Maps
- Decision-making & feature prioritization based on research
- User Behavior & Feedback Analysis
- Standardizing Research Processes

UX Strategy & Cross-Functional Collaboration

- Define and Align UX Measures and Goals with Broader Product & Business Objectives
- Stakeholder Collaboration
- Facilitate Cross-Functional Design, Strategy, & Innovation Workshops

Selected Impacts

- Redesigned legacy enterprise application from user insights for 15 transportation agencies and 4 internal stakeholders.
- Improved UX processes, which reduced development time and increased forecasted adoption rate by 10% in 6-8 months.
- Assessed customer journey and implemented sales strategies via a texting campaign that increased average message open rate from 22% to 98%.

I’m a seasoned Product and UX Designer with over 7 years of experience in user-centered design. My approach involves integrating corporate vision and mission as the northstar for aligning user needs to business goals. I leverage in-depth user research, measurable user experience data, and iterative design to create intuitive user experiences that increase user engagement and brand loyalty. I draw on years of practice in meditation and systematic habit formation to uniquely shape digital products that empower people towards holistic well-being. In keeping with the current surge of technology for good, I’m seeking to contribute my skills to progressive businesses dedicated to enhancing human health and well-being through innovative software solutions.

EDUCATION

Bachelors of Science
Computer Graphics Technology
Purdue University – West Lafayette, IN

May 2012

PROFESSIONAL SUMMARY

Founder and UX Consultant — 3 years
Senior UX Designer — 1 year
UX Designer — 1 year
Designer, UX, Web, and Motion Graphics — 7 years

UX DESIGNER CAREER PATH

Lead product designer
Tmobile (via BlinkUX) — San Diego,, CA

April 2025 - Present

Founder and UX Consultant
Open Light — San Diego,, CA

Dec 2021 - Present

Senior UX Designer
Cubic — San Diego, CA

Mar 2023 - Mar 2024

UX Designer
USDA (via Spatial Front) — McLean, VA

Nov 2021 - Mar 2023

Designer - UX, Web, Motion Graphics
HuFriedyGroup — Chicago, IL

Nov 2019 - Nov 2021

COMMUNITY SERVICE

San Diego Experience Designers, volunteer community organizer
ADPList, UX Mentor
Comm. Wellness Collaborative, Clinical Admin. Assistant

2024 - Present
2022 - Present
2024 - Feb 2025

Professional Experience

Tmobile (via spatial front) — San Diego, CA

April 2025 - Present

Creates and designs communication and software solutions for enterprises, governments, and millions of consumers

Lead product designer

Reporting to the UX manager responsible for driving user-centered, scalable digital experiences across multiple teams through research-informed design and collaboration.

- Facilitated discovery workshops and cross-functional design reviews, aligning diverse teams around shared objectives and actionable next steps for large-scale feature delivery.
- Led onboarding sessions that built design fluency, fostered confidence, and enabled new team members to deliver value faster.
- Leveraged AI tools to create first drafts of rule-based configuration interfaces—reducing design iteration time and improving clarity during implementation.
- Collaborate with product management, engineering, research, content, and accessibility teams to define experience goals, prioritize user needs, and translate complex regulatory workflows (for contract management) into intuitive digital solutions.

Open Light — San Diego, CA

Dec 2021 - Present

UX consulting for health and wellness businesses

Founder and UX Consultant

- Provide design and branding services for businesses including 2 non-profits
- Developed a strategy to help 4 business owners in the health and wellness space book more appointments using an automated lead generation referral system.

Cubic — San Diego, CA

Mar 2023 - Mar 2024

Creates and delivers transportation technology for state, local, and national government agencies and cities.

Senior UX Designer for 2 Software Products (position eliminated in company restructuring)

Reporting to the UX Manager, was responsible for providing stakeholders with actionable insights into the maintenance and update of design systems, as well as the redesign of the user experience for a legacy enterprise product. Maintained and updated a design system for 4 software products.

- Provided 7 stakeholders with actionable insights for decision making for 2 software products, including feature prioritization, roadmaps and churn reduction based on data from 18+ hours of user interviews.
- Implemented a repeatable standardized user research process for 2 product teams resulting in improved UX maturity.
- Iteratively designed and user tested a modernized interface for a 10 year old enterprise product based on insights from users across 15 transportation agencies and taking into account business goals from 4 stakeholders. Utilized figma for prototyping.
- Created and facilitated monthly company-wide design sessions with 12+ UX designers from 4 different teams.
- Empowered the sales team to repair and build stronger relationships with 15 clients representing 14 transportation agencies and 3 major U.S. cities by leveraging key user research insights.

USDA (via Spatial Front) — McLean, VA

Nov 2021 - Mar 2023

Technical solutions, software development, and mission support services for the US government.

UX Designer

Reporting to the Director of IT, was responsible for the management and continuous improvement of the user experience for government-commissioned websites and software applications. Conducted user research and leveraged insights to optimize user engagement. Supported 4 teams and supervised the recruitment, onboarding, and mentorship of 2 UX designers.

- Managed UX design for 3 government-commissioned websites and software applications.
- Improved company-wide UX processes, reduced development time, and increased adoption rate by 10% in 6-8 months.

- Increased efficiency via standardized project and file organization, and publishing of design systems, components, and libraries.

HuFriedyGroup — Chicago, IL

Nov 2019 - Nov 2021

Dental instrument manufacturing, infection prevention, and instrument reprocessing workflows.

Designer - UX, Web, Motion Graphics

Reporting to the Creative Director, was responsible for overseeing end-to-end design projects for mobile, web, and tablet platforms. Managed design initiatives during the COVID-19 pandemic to ensure continued sales lead generation.

- Utilized Webflow to test features internally within a 48 hour time span before publishing to the customer-facing site.
- Designed the user experience for a virtual trade show event during COVID-19, where 19 industry experts shared best practices with hundreds of participants, ensuring continued sales lead generation.

Berkshire Hathaway — Chicago, IL

Mar 2014 - Nov 2019

Luxury real estate broker.

Designer - UX, Web, Motion Graphics

Reporting to the Marketing Manager, was responsible for leading digital design projects cross-functionally in partnership with Marketing, 100+ Sales Agents, and 2 VPs.

- Created landing pages and 2 websites, and implemented sales strategies utilizing a texting campaign to increase average message open rate from 22% to 98%.