

# Vasny Camacho

## Senior Product Designer

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Senior Product Designer with 6+ years of professional experience delivering engaging and delightful products across industries. Equipped with a wide array of creative and strategic skills and experienced in creating products that enhance user experience through delight, inclusivity, and accessibility.

## Work Experience

### **Orchyd - Senior Product Designer**

Jan 2022 - Present

- \* Redesigned Blossom AI Chat-to-Orchyd MD telehealth handoff, boosting conversion from AI chat to consults by +12%.
- \* Developed responsive UI components and contributed to a scalable design system ensuring cross-platform consistency in the product ecosystems.
- \* Raised Orchyd MD user adoption from 5% → 17%, exceeding the initial goal in under 6 months.

### **Softway - Senior Product Designer / Creative**

March 2022 - Aug 2024

- \* Led the design of the Fintech app Letbob resulting in a +21% increase in first-time investment rate
- \* Conducted on-site research at Daikin, resulting in design solutions that improved process efficiency by 45% within the first quarter of implementation.
- \* Initiated and taught in a mentorship program for junior designers / developers that sought to expand their design capabilities.
- \* Wore a wide variety of creative hats across internal teams, working in Marketing, Video Editing, Graphic Design, Project Management, Social Media etc.

### **CodeNinjas - Contract Product Designer / Researcher**

June 2023 - Nov 2023

- \* Led the on-site user research and user interviews with students and instructors
- \* Spearheaded a major update to Code Ninja's "CREATE" learning platform, leading to +35% increase in student module completion
- \* Reached 90% satisfaction rating from participants in post-launch surveys across the US and UK.

## Education

### **Texas A&M University - Bachelor of Arts**

2021

## Skills

Figma, Miro, Adobe Creative Suite, Canva, UX Research, User Interviews, Usability Testing, Accessibility Standards (WCAG), Prototyping, Wireframing, Design Systems, Motion Design, Dev Handoffs, HTML, CSS, JavaScript; CMS Platform, SEO best practices.