

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.