Cameron Campbell

Sr. Product Designer

(828) 443-9189 \\ cdcampbell26@gmail.com \\ Charlotte, NC

OVERVIEW

Senior Product Designer with **12+ years of experience** designing intuitive digital experiences across media, big tech, entertainment, and startups. Expertise in user-centered design methodologies, from concept to launch, with a proven track record of translating complex requirements into elegant, efficient solutions. Skilled in translating brand into product design, conducting user research, and developing scalable design systems that drive product consistency and greater efficiency.

EMPLOYMENT

UX Web Designer - *CRUE*

Sept 2024 — Present

- Leading research, discovery, design, and development of B2B SaaS websites.
- Led design and frontend development for Orlando Informer - supporting an average of 640,000 users per month and the largest 3rd party ticket sales for Universal Orlando Theme Parks.
- Custom design and Webflow development as well as Shopify for ecommerce.

Senior Product Designer - *Qualifi*

Feb 2022 — Jul 2024

- Led product design for a high-volume recruiting platform, powering Qualifi to $4.5m in seed funding.
- Boosted feature engagement by 38% by implementing Frigade, a low-code library enabling seamless creation of in-app educational content.
- Spearheaded design and MVP of Chrome Extension, allowing customers to use Qualifi within their ATS, leading to an 8% increase in DAU.
- Conducted weekly user research to identify user needs, resulting in new product features like "AI-assisted interviews" that reduced Time to Value by 19%.
- Developed "Habitat" Design System to ensure brand consistency and scalability, also resulting in increased development efficiency.

UI/UX Designer - *TableNeeds*

Jun 2020 — Jan 2022

- Led Design and Frontend efforts for mobile ordering app, POS (iPad app), and back-office software (reporting, customizing brand and settings for locations).
- Interviewed restaurant managers, staff, and diners (users of mobile order app and those choosing not to) weekly to determine most urgent product needs.

- Developed and implemented a scalable Design System based on the Ionic framework using Figma and Storybook JS, significantly reducing design-to-development time and enhancing overall product consistency.
- Contributed to frontend using React/CSS, while prototyping advanced features for the design system using Stencil JS, Storybook JS, and Figma.

Design Lead - *WebDevStudios*

Jun 2015 — Jun 2020

- Comprehensive design & web strategies for F500 clients (Microsoft, NBA, Viacom, Campbells), completing all projects within scope and budgets ($500K-$8M).
- Rigorous Quality Assurance process: documenting UI flaws and usability issues, reducing post-launch bug fixes and customer requests by 34%.
- Led design of the Microsoft Office Blog, Skype Blog, and multiple other projects for Microsoft, including on-site presentations in Redmond, WA.
- Led design of the NBA Events 2018 All-Star Game Website, supporting up to 500k visitors per month.
- Created Design System for our open-source WordPress starter theme which provided our team (and other builders) a scalable framework for consistent quality across diverse website projects.

Web Designer - *Self Employed/Co-owned Agency*

Jan 2012 — Present

- Delivered Designs and WordPress site for the American Dairy Goat Association including the registration form process supporting the 400,000+ milk goat registrations in the USA each year.
- Led redesign and development of Our Tributes website and Amazon listings - leading to their best Holiday Sales season of all time (34% increase in total sales volume).
- Delivered 80+ successful websites using technology such as: WordPress, Shopify, Webflow, Framer, Figma, HTML/CSS, JavaScript/React, and PHP.

VOLUNTEERING

Gleaners Food Bank - *Indianapolis, IN*

Feb 2023 — Jan 2024

Along with the rest of the team at Qualifi, we volunteered at Gleaners Food Bank in Indianapolis, IN doing an assortment of tasks like loading/unloading boxes and stocking shelves and walk-in freezers.

WordCamp - *Asheville and Raleigh, NC*

Apr 2018 — Jan 2020

Multiple volunteer positions with the WordPress Foundation from co-organizer, design lead, to several speaking presentations on UX, Design, and WordPress.