

# Cameron Campbell

Sr. Product Designer | UX/UI Specialist for Scalable SaaS Products

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Senior Product Designer with **12+ years of experience** leading end-to-end product design for SaaS and enterprise platforms. Proven ability to translate insights into scalable UX solutions, evolve design systems, and deliver user-centered, high-impact products that align with business strategy.

## CORE SKILLS

- End-to-End Product Design | UX Strategy | Design Systems
- Usability Research & Testing | Information Architecture | Scalable UX
- Cross-Functional Collaboration | Stakeholder Alignment
- Process Optimization | QA & Documentation

## EMPLOYMENT

### Sr. Product Designer - *Fueled*

Aug 2025 — Present

- **Spearheaded** design initiatives across AI, higher education, and enterprise products, balancing hands-on design with strategic UX collaboration.
- **Stamp (Human Life Models AI)** – Partnered with design, UX, and engineering to create & evolve the design system, introducing new scalable components and visual refinements. Became a go-to designer for complex interface challenges, unblocking teams and accelerating delivery.
- **HKS Accessibility & Design Audit** – Conducted a full review of component libraries and Figma implementation for consistency, token structure, and WCAG 2.0 AA compliance, leading to an actionable report for their internal design team.
- **Northeastern University Web Experience Review** – Facilitated client workshops to align on goals, audited existing brand and design systems, and delivered accessible, modern homepage redesigns that earned client approval.

### UX Web Designer - *CRUE*

Sept 2024 — Aug 2025

- **Executed high-impact projects** across multiple initiatives in fast-moving, iterative environments while exploring emerging trends to inform the product roadmap.
- **Led cross-functional initiatives**, presenting compelling design strategies to a wide range of clients and driving alignment on goals.

### Senior Product Designer - *Qualifi*

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Feb 2022 — Jul 2024

- **Drove end-to-end design** for popular AI text-to-voice tool, partnering with PM and Engineering to define vision, research, and deliver scalable UX solutions.
- Boosted engagement with new features by 19% through implementation of in-app educational content and guided, interactive product tours.
- Led design and MVP of Chrome Extension, allowing recruiters to use Qualifi within their ATS, leading to a **6% decrease in churn** for integrated customers.
- Developed 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.

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

Jan 2012 — Present

- Led design and frontend development for Orlando Informer - supporting an average of 440,000 users per month and the largest 3rd party ticket sales for Universal Orlando Theme Parks.
  - Delivered 80+ successful websites using technology such as: WordPress, Shopify, Webflow, Framer, Figma, HTML/CSS, JavaScript/React, and PHP.
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