Cameron Brodie

I believe exceptional products emerge from honest conversations, deep user understanding, and the courage to challenge assumptions.

My approach centres on guiding diverse teams to deliver measurable impact through research-driven insights and collaboration to build consensus around what truly matters.

Portfolio

cambrodie.com

Contact

(236)-662-7730
cameronabrodie@gmail.com

Core Competencies

Strategic Leadership

Cross-functional teams • Stakeholder alignment • Design thinking • Consensus building

Design Excellence

UI/UX • AI workflows • User research • Usability testing • Facilitation

AI

AI accelerated design through discovery, define and execute phases of the product lifecycle.

Recognition

New Zealand Best Awards (2023, 2024)

Value of Design finalist • The Low Down Value of Design finalist • UNICEF

Education

Harvard Business School

Leadership Principles Certificate

AJ Smart

Sprint Master Class

Massey University (New Zealand)

Visual Communication Design
First Class Honours
BDES (Hons)
2012-2016

$30M+

Annual operational savings delivered

476%

Donation growth acceleration

500M+

Daily users reached globally

4h+

Weekly 1 to 1 development of mentees

RUSH Digital - Product Design Lead July 2022 - July 2025

Snr Product Designer Sept 2021 - July 2022

Leading product design for digital transformation, with a proven track record of delivering measurable business impact while mentoring design talent and building high-performing cross-functional teams.

Z Rewards App - Product & Design Lead

(#1 Android rating) (12% Transaction growth)

Creating a loyalty programme for New Zealand's leading fuel company.

Simultaneously managed product strategy and design execution transforming strained client relationship into a successful collaboration. Built partnership culture across development and business teams.

KiwiRail - Digital 902 Safety Transformation

(80% Time reduction) ($30M Annual savings) (Union Approved)

Transforming life-critical rail safety from paper to digital with 80% time savings.

Guided a 12-person cross-functional team to transform a paper based safety process to a real time digital solution. The first human centred transformation that organisation has competed since inception.

Professional Experience

Qrious - Senior Product Designer

July 2020 - July 2021

Led end-to-end design for digital platforms serving thousands of daily users while establishing foundational design systems and team development frameworks.

Zespri Maturity Clearance System

2000+ Global test daily

Lead designer for enterprise platform managing international kiwifruit industry operations with complex stakeholder requirements across global grower networks.

Breadcrumbs Mobile App - Founder

April 2016 - October 2019

Founded and scaled travel platform connecting global travellers with local experiences. Secured seed funding and managed distributed international development teams.

As head of product and brand, I solely created the full product and experience design of the app and SaaS platform including core features (discover feed), screen design, bespoke icons and designing the recommendation algorithm. I also led user testing, interviews and analytics which allowed us to successfully increase retention, screen views and reduce dropoff points.