

Cameron Brodie

Product Design Lead

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Summary

I build alignment, reduce noise, and make space for teams to do their best work, whether that's defining lean MVPs for startups, evolving products at scale, or leading designers through rapid transformation programmes. I balance strategic direction with hands-on research and craft, moving from ambiguity to shipped product through deep user understanding and tight collaboration.

I've delivered 12% transaction growth, #1 app ratings, +45% lapsed customer re-engagement, and 95% efficiency improvements across agencies, product companies, and startups.

9+ years of experience. 3+ years leading design teams.

Experience

Product Design Lead

RUSH Digital | Auckland, New Zealand | 07/2022 - 07/2025

Led teams of product designers across simultaneous client engagements for enterprise and high-growth companies, providing performance management, career mentorship, and design direction for multi-year transformation programmes.

- Led design and defined strategy across transformation programmes in transport, wellbeing, insurance, retail loyalty, and emerging tech sectors, including:
 - Z Energy's loyalty ecosystem (12% transaction growth, #1 Android rating, +45% lapsed customer re-engagement)
 - KiwiRail's rail safety transformation (led 12-person team, 80% reduction in reporting time leading to substantial operational saving WCAG AA compliance).
 - Established design operations, including critique rituals, quality gates, and documentation standards to improve team collaboration and delivery consistency.
 - Mentored junior designers through structured 1:1s and performance reviews, developing individual growth plans that resulted in 2 promotions to Senior Designer.
 - Represented design in C-level client meetings and contributed to business development and scoping for new engagements.
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Senior Product Designer

RUSH Digital | Auckland, New Zealand | 09/2021 - 07/2022

Led end-to-end UX strategy, UI design, and interaction patterns for complex technical platforms across discovery, delivery, and in-market evolution for B2C and B2B clients. Translated user and operational needs into scalable solutions balancing domain accuracy with workflow efficiency.

Weatherscape

Led end-to-end UX strategy, UI design, and interaction patterns for complex technical platforms across discovery, delivery, and in-market evolution for B2C and B2B clients.

- Designed UX and interaction for Unreal Engine broadcast platform (Weatherscape) used internationally by networks serving 500M+ viewers, collaborating with meteorologists to balance scientific accuracy with live-production usability.
- Reduced daily clip creation time from 6 hours to <10 minutes (95% efficiency gain), enabling real-time weather content without specialised training.

Senior Product Designer

Qrious | Auckland, New Zealand | 07/2020 - 09/2021

Led end-to-end enterprise design for operational platforms serving 10,000+ daily users, including global kiwifruit maturity testing system. Created foundational design system elements and improved design-to-engineer throughput for complex data visualisation workflows.

Founder

Breadcrumbs | Wellington, New Zealand | 04/2016 - 10/2019

Founded travel discovery platform, designed end-to-end experience, and managed remote development team for B2B SaaS offering. Designed core recommendation algorithm and iterated with analytics-driven research to improve retention and validate product-market fit.

Skills and Capabilities

Research & Strategy: Led mixed-method discovery across transformation programmes, combining customer interviews, journey mapping, and usability testing to define product direction and validate solutions with measurable outcomes.

Design Execution: Expert in Figma for maintaining scalable design systems and high-fidelity prototypes.

Leadership & Collaboration: 3+ years managing design teams, conducting performance reviews, facilitating design critique, and developing career growth plans that resulted in promotions. Experienced in collaborating with C-level stakeholders and cross-functional partners across product, engineering, and business teams.

AI-Accelerated Design: Leveraging Claude for research synthesis and PRD definition, ChatGPT for content ideation, and Figma AI for rapid iteration to enhance design velocity and quality.

Education & Certificates

Visual Communication Design - First-class honours

Massey University, Wellington, New Zealand
February 2012 - October 2015

Harvard Business School, Leadership Principles Certificate.

AJ Smart, Sprint Masterclass