Katelyn Campbell

KATE.T.CAMPBELL@GMAIL.COM | 647.336.0661 | ONTARIO, CANADA

ABOUT ME

I am a seasoned product designer with a passion for crafting visually engaging designs that prioritize seamless functionality and user-centered experiences. Self-taught in front-end HTML and CSS, I bridge the gap between design and development, ensuring intuitive digital solutions. My hope to bring my creativity and dedication to new challenges.

EDUCATION

BFA - Graphic Design
SCAD - Savannah, GA
2008 - 2012

HARD SKILLS

User interface design

User Interaction design

Prototyping

Wireframing

Infortmation architecure

Graphic & branding design

Mobile first / responsive

eCommerce

User personas

Competitor analysis

Journey mapping

Usability testng

Front end development

PORTFOLIO

WORK EXPERIENCE

Product Designer

HOMEPORTER
TORONTO
2023 - Present

As the sole product designer on a team of three, I am responsible for the end-to-end design of a SaaS platform connecting home inspectors with homeowners for virtual inspections consultations.

Key Achievements

- ✦ Led the complete design process, including company branding, SaaS platform, and marketing website, ensuring a cohesive visual identity and experience across all touchpoints.

- ✦ Designed HomeOwner and HomePro dashboards, integrating AI to enhance user experience. Key features included home maintenance tracking, booking sessions, and AI-assisted report generation.

- ✦ Managed development sprint cycles, created and prioritized user stories, and conducted QA tests to maintain high standards of functionality and user satisfaction.

- ✦ Conducted usability testing and iterative design improvements based on user feedback, significantly enhancing user engagement and satisfaction.

- ✦ Collaborated closely with developers to integrate AI for real-time transcription and report generation, allowing inspectors to review and update reports, improving AI accuracy and utility.

Lead Product Designer

AUCTO
SAN FRANCISCO
2021 - 2023

Key Achievements

- ✦ Spearheaded the end-to-end design vision for ARS, an advanced inventory management system.

- ✦ Designed an intuitive disposition process with approval workflows across three channels:
  - ✦ Sell: Seamlessly integrated with the Aucto Marketplace via API.
  - ✦ Redeploy: Developed an internal e-commerce platform for asset redeployment and tracking.
  - ✦ Donation Center: Created an independent e-commerce experience based on the redeployment platform.

- ✦ Implemented robust asset tracking and reporting systems, providing insights into the company's carbon footprint.

Core Responsibilities

- ✦ Led post-launch product assessments and refinements, simplifying complex workflows in V2.5 and planning for full integration with the Aucto Marketplace in V3.

- ✦ Collaborated with sales, operations, engineering, and executive teams to prioritize features and functionalities, enhancing user experience and creating a personalized user feed.

- ✦ Delivered a unified set of design guidelines, toolkits, and accessibility components for ARS and Aucto Marketplace, ensuring a consistent and inclusive user experience.

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TECH STACK

Sketch

Axure

Zeplin

Figma

Adboce CC

inVision

HTML5/CSS3

CSS annimations

MySQL

Bootstrap

HTTPS/PHP

AEM

Wordpress

Hubspot

Kentico

SOFT SKILLS

Critical thinking

Creative collaboration

Self-management

Time management

Problem solving

Visual sensability

Adaptability

LINKEDIN

Digital Ops Lead
SR. UI/UX Designer

APPDYNAMICS
(CISCO)
SAN FRANCISCO
2019 - 2021

Key Achievements

- ✦ Successfully led a complete corporate website redesign, managing project schedules, supporting team members, and meeting tight deadlines.
- ✦ Migrated the enterprise website from Mezzanine CMS to Cisco's Adobe Experience Manager within 7 months, ensuring a seamless transition.

Core Responsibilities

- ✦ Developed and managed the corporate website, including the maintenance and integration of custom-built systems like Value Assessment Tools.
- ✦ Conducted content audits and gap analyses, providing actionable recommendations to enhance content creation and operations.
- ✦ Collaborated with marketing teams to streamline workflows, optimizing efficiency and delivering high-quality outcomes.
- ✦ Managed multiple concurrent projects, balancing short- and long-term priorities and resources effectively.
- ✦ Created strategic documents and executive-level reports on project progress and performance.
- ✦ Onboarded new systems for multidisciplinary teams, providing ongoing management and support for internal stakeholders.
- ✦ Evaluated and implemented new team policies to improve efficiency and communication.
- ✦ Anticipated challenges and mitigated risks in day-to-day digital operations.

Product Manager
SR. UI/UX Designer

MOONSTONE INTERACTIVE

SAN RAMON

2015 - 2019

Development & Design Director
UI/UX Designer, Production Manager

IRONPAPER

MANHATTAN

2013 - 2015

Director of Digital & Graphic Services

SACKS COMMUNICATION

BROOKLYN

2012 - 2013

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