

Katelyn Campbell

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LINKS

[PORTFOLIO](#)

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ABOUT ME

I am an experienced product designer with 12 years of crafting intuitive, visually compelling experiences.

Skilled in UX/UI design systems, I blend strategy and creativity to build impactful digital products.

EDUCATION

BFA - Graphic Design

SCAD - Savannah, GA

2008 - 2012

HARD SKILLS

Human-AI Interaction (HAI)
Intelligent Interface Design (IID)
Conversational UX
AI Product UX
User interface design
User Interaction design
Wireframing & prototyping
Information Architecture

Responsive & adaptive design
User research & usability testing
Inclusive interface design
eCommerce design
Project management
Competitor analysis
AEM architecture
Roadmap planning & prioritization

TECH STACK

Sketch

Axure

Zeplin

Figma

Adobe CC

inVision

Jira/Confluence

WordPress

Hubspot

Kentico

AEM

HTML5/CSS3

WORK EXPERIENCE

Lead AI Product Designer

HOMEPORTER

TORONTO

2023 - 2025

As the sole product designer, I was responsible for the end-to-end design of a SaaS platform that connects home inspectors with homeowners for virtual inspections & consultations.

Key Achievements

- ◆ **AI-assisted home inspection design & integration**
 - ◆ I designed AI tools to help facilitate home inspectors on virtual calls with homeowners, serving up real-time home care data based on conversion and image capture.
 - ◆ The AI report generator turns the recorded session transcript into a home inspection report. The report editor has multiple AI tools for the home inspector to fine-tune the report while teaching the AI as changes are made.
 - ◆ Designing an onsite AI assistant to record a transcript of an in-house inspection, smart image capture, home inventory capabilities and home inspection report generation.
- ◆ **Platform Design**
 - ◆ Designing the HomeOwner & HomePro dashboards for session booking management on both ends
 - ◆ Homeowner dashboards include a comprehensive home maintenance schedule, history tracking and AI assistant
- ◆ **Sprint and QA Management**
 - ◆ Manage development sprint cycles, create & prioritize user stories, and conduct QA tests to ensure high functionality and user satisfaction.

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Lead Product Designer

AUCTO
SAN FRANCISCO
TORONTO
2021 - 2023

Key Achievements

- ◆ Led the design vision for ARS, an advanced inventory management system.
- ◆ Designed an intuitive disposition process with approval workflows across three channels:
 - ◆ Integrated with the Aucto Marketplace via API.
 - ◆ Developed an internal e-commerce platform for asset redeployment and tracking.
 - ◆ Created an independent e-commerce experience based on the redeployment platform.
- ◆ Implemented asset tracking & reporting systems to provide insights into a company's carbon footprint.

Core Responsibilities

- ◆ Led post-launch product assessments and refinements, simplifying 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 enhance user experience.
- ◆ Delivered design guidelines, toolkits, and accessibility components for ARS and Aucto Marketplace, ensuring a consistent user experience.

Digital Ops Lead SR. UI/UX Designer

APPDYNAMICS
(CISCO)
SAN FRANCISCO
2019 - 2021

Key Achievements

- ◆ Led a complete corporate website redesign, managing schedules and team support to meet tight deadlines.
- ◆ Migrated the enterprise website from Mezzanine CMS to Cisco's Adobe Experience Manager within 7 months, ensuring a smooth transition.

Core Responsibilities

- ◆ Managed and maintained the corporate website, integrating custom systems like Value Assessment Tools.
- ◆ Conducted content audits and gap analyses, providing recommendations for content improvement.
- ◆ Collaborated with marketing teams to streamline workflows and enhance efficiency.
- ◆ Balanced multiple projects, effectively managing short- and long-term priorities.
- ◆ Created strategic documents and executive reports on project progress.
- ◆ Onboarded new systems for multidisciplinary teams, offering ongoing support.
- ◆ Implemented new team policies to improve efficiency and communication.
- ◆ Anticipated challenges and mitigated risks in digital operations.

MOONSTONE INTERACTIVE

Product Manager
SR. UI/UX Designer

SAN RAMON
2015 - 2019

IRONPAPER

Development & Design Director
UI/UX Designer, Production Manager

MANHATTAN
2013 - 2015

SACKS COMMUNICATION

Director of Digital
UI/UX Design

BROOKLYN
2012 - 2013