

CAMERON CAMPBELL

SENIOR PRODUCT DESIGNER

DETAILS

ADDRESS

Rutherfordton, NC
United States

PHONE

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SKILLS

Design Systems

Wireframes & Prototyping

User Research & Testing

Figma (Design Software)

Responsive Web Design

Product Strategy

HTML, CSS, & Tailwind

Product Analytics

Jobs to Be Done (JTBD)

User Journey Mapping

LINKS

[Personal Site](#)

[LinkedIn](#)

PROFILE

Senior Product Designer with 12+ years of experience designing intuitive digital experiences across media, big tech, entertainment, and startups. Expertise in user-centered design methodologies, from concept to launch, with a proven track record of translating complex requirements into elegant, efficient solutions. Skilled in translating brand into product design, conducting user research, and developing scalable design systems that drive product consistency and greater efficiency.

EMPLOYMENT HISTORY

Senior Product Designer, QUALIFI

Remote

Feb 2022 — Jul 2024

- Led product design for a high-volume recruiting platform, powering Qualifi to \$4.5m in seed funding.
- Boosted feature engagement by 38% by implementing Frigade, a low-code library enabling seamless creation of in-app educational content.
- Spearheaded design and MVP of Chrome Extension, allowing customers to use Qualifi within their ATS, leading to an 8% increase in DAU.
- Helped Sales dept. secure largest customer to date - Orkin Pest Control – by completing a thorough WCAG accessibility audit.
- Conducted weekly user research to identify user needs, resulting in new product features like “one-shot interviews” that improved customer satisfaction by 16%.
- Developed “Habitat” Design System to ensure brand consistency and scalability, also resulting in increased development efficiency.
- Designed one of the first AI voice interview tools, becoming one of the most used features in Qualifi due to saving users ~28min per interview.

UI/UX Designer & React Developer, TableNeeds

Remote

Jun 2020 — Jan 2022

- Led a comprehensive UI/UX audit of the Consumer App and Point of Sale system, identifying critical user pain points and aligning solutions with business objectives.
- 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.

Lead Designer, WebDevStudios

Remote

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%.

- Revamped the client presentation process, shifting focus from aesthetic walkthroughs to outcome-driven discussions.
- Created Design System for our open-source WordPress starter theme which provided our team (and other builders) a scalable framework for consistent quality across diverse website projects.

Freelance Web Designer, Self

Remote

Jan 2012 — Present

- Led design and frontend development for Orlando Informer - supporting an average of 640,000 users per month.
- Delivered Designs and WordPress site for the American Dairy Goat Association including the registration form process supporting the 400,000+ milk goat registrations in the USA each year.
- Led redesign and development of Our Tributes website and Amazon listings - leading to their best Holiday Sales season of all time.
- Delivered 80+ successful websites using technology such as: WordPress, Shopify, Webflow, Framer, Figma, HTML/CSS, JavaScript, and PHP.

EDUCATION

Associate of Arts and science, Isothermal Community College

Spindale

VOLUNTEERING

Gleaners Food Bank

Indianapolis

Feb 2023 — Jan 2024

Along with the rest of the team at Qualifi, we spent the day volunteering at Gleaners Food Bank in Indianapolis, IN.

WordCamp

Asheville

Apr 2019 — Jan 2020

Volunteered at WordCamp Asheville & WordCamp Raleigh as a co-organizer and design lead. Engaged in several speaking presentations on Design & WordPress.

QUOTE

Jessica Bushong

SWE

“His design skills make projects both user-friendly and visually stunning, and he can tackle just about any design challenge with impressive creativity. Cameron excels at collaborating with different teams and creating a supportive, inclusive environment. He knows how to take feedback and balance creative vision with practicality. His mix of talent and teamwork truly makes him an invaluable asset to any project.”