

Cara Campbell

UI/UX Designer

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UX/UI designer with experience in startup environments, specializing in user-centered design to enhance product functionality and user engagement. Expert in collaborative development and leveraging strong analytical skills to solve complex design challenges and improve user experience.

WORK EXPERIENCE

UI/UX DESIGNER

Freelance, May 2021 - Present

- Spearheaded the brand identity and digital presence for Hebe Ceramics, creating a visually compelling landing page.
- Orchestrated a strategic overhaul of the Michael Rene Interiors Shopify store, working closely with the Shopify developer to meet clients' needs.
- Conceptualized and executed the Cheating on Fashion (sister brand) landing page, employing user-centric design principles that amplified brand visibility.

UI/UX DESIGNER

G2Xchange, Fulton, MD, Nov 2021 - Nov 2022

G2Xchange is a B2B platform that delivers community-driven solutions and insight intended to meet the needs of the busy Federal executive charged with growth.

- Redesigned the G2Xchange landing page, pulling data from user research and testing to design a new page that clearly defines the value proposition to customers, which increased sign ups and conversion to paid accounts by 20%
- Collaborated closely with the product manager and UX team to crystalize project visions, pinpoint MVPs, and navigate constraints, culminating in user-centric solutions that addressed key user challenges and enhanced overall platform usability.
- Effectively led internal UX meetings and design critiques, succinctly presented designs to stakeholders, and managed and assigned work to the UX team in coordination with the product manager.
- Designed sponsorship emails and pitch decks for the marketing team, increasing ad space sales by 25%.

VOLUNTEER PROGRAM LEAD

DC Design Week, Washington, DC, May 2021- Oct 2022

DC Design Week, planned by AIGA DC, is an annual week of celebrations and fundraising for the creative community.

- Assisted in the curation and execution of three high-impact design events annually, coordinating with event partners to ensure seamless delivery of both virtual and in-person experiences.

SKILLS + TOOLS

User Research	Information Architecture	Figma, Miro
User Flows	Wireframing	Dovetail
Journey Mapping	User Testing, Maze	Webflow
Responsive Design	Prototyping	HTML/CSS

EDUCATION

User Experience Design Diploma, Brainstation, Toronto, Ontario

B.S. Software Development and Security, University of Maryland, Global Campus | Adelphi, MD

B.A. Business Technology Administration, University of Maryland, Baltimore County | Baltimore, MD