

Cara Campbell

UI/UX Designer

[linkedin.com/in/cara-campbell56](https://www.linkedin.com/in/cara-campbell56)

UI/UX designer who comes from a startup background and is passionate about advocating for users through a user-centered design approach. I strive to gain a deep understanding of users' pain points and needs while balancing the goals of the business to create design solutions that elevate the company.

WORK EXPERIENCE

UI/UX DESIGNER

Freelance, May 2021 - Present

- Spearheaded the branding and website design for Hebe Ceramics; Worked with the client to understand the company's goals, researched current e-commerce best practices and standards, and interpreted the research to create a visually stunning and user-friendly website.
- Acted as the project manager for the strategic overhaul of the Michael Rene Interiors Shopify store; sourced a Shopify developer and closely collaborated with them to meet the client's needs.

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 by analyzing user needs and pulling data from user research and testing to create actionable and meaningful ideas for a new page that clearly defined the value proposition to customers, which increased sign-ups and conversion to paid accounts by 20%.
- Worked jointly with the product manager, stakeholders, and software developers to align on the project scope and requirements and identify constraints and issues.
- 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.

- Facilitated event logistics coordination, including venue arrangements, speaker coordination, and attendee communication.

SKILLS + TOOLS

User Research	Wireframes	Responsive Design
User Flows	Usability Testing	Figma/Figjam
User Interviews	Prototypes	HTML/CSS/Webflow
Information Architecture	Lo-fi/Hi-fi designs	Notion/Linear/Monday.com

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