

Hi, I'm Emily Campbell

I'm a designer and product manager experienced at leading remote teams to build engaging, simple, and accessible products for millions of happy users. I tweet @elou.

Contact

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Skills & expertise

Concept communication

- Wireframing
- Sketching
- Prototyping

Research and testing

- User & market research
- Usability testing
- Client & stakeholder management

Discovery

- Dual-track agile
- Design & product discovery
- Roadmap planning

Creating & maintaining design systems

Metrics & KPI analysis

HTML/CSS/Jquery

Tools

Pen, paper, sharpie,
whiteboard markers, etc.

Balsamiq

Sketch

Keynote

Invision

Flinto

Principle

Illustrator

Photoshop

InDesign

Relevant Experience

Product Manager, Degreed

Sept 2016 - Current

Responsible for the administrative and management experience from pilot through full implementation for mid-market and enterprise clients consisting of millions of users.

- Lead interdisciplinary team through discovery, design, and development process
- Facilitate Degreed Client Council + in-person client discovery workshops
- Conduct interviews and research to understand and prioritize client and user needs
- Product evangelist responsible for creating and presenting product demos and value-driven concepts to stakeholders representing existing clients and sales prospects

Product Designer, Degreed

Mar 2015 - Sept 2016

Led design research and discovery focused on enterprise users and administrators. Owned the user experience, visual, and interaction design of core administrative features and end-user experience for enterprise clients.

- Collaborated with interdisciplinary product team on discovery and iterative design
- Designed, prototyped, and tested solutions within a dual-track agile process
- Piloted client and user research studies and conducted regular usability analysis
- Developed core product personas based on research plan, following research interviews with consumer and enterprise users

Design Director, HackerRank

Mar 2012 - Feb 2015

Joined as employee #3 and led design of the initial product concept and experience. As Design Director, I helped scale the product to support tens-of-thousands of users across 100+ mid-market and enterprise clients.

- Consulted with CEO and CTO on product roadmapping to reach product-market fit
- Built and maintained visual styleguide and CSS pattern library
- Prototyped, tested, and designed core interaction and engagement flows
- Tracked and iterated design sprints based on regular user research and KPI metrics

Elou Design

Feb 2009 - Current

As a freelance designer, I collaborate with clients to research, explore, and implement designs to meet their needs. Clients include startups, small businesses, and individuals.

Sample projects. Additional case studies available at eloudesign.com

- Triassic Stone (2014) - Ecommerce and marketing site for small business expanding to international customers. Taught myself the liquid template language in the process
- Scoutzie (2013) - Product design consultant for YC-backed startup, connecting designers with potential clients
- Resource Guru (2012) - Front-end development for large marketing site. Despite youth of Responsive Design at the time, my code and element patterns are still in use today

Mentoring

Out of Office Hours

December 2016 - Current

Design Lab

June 2015 - Current