



# Hi, I'm Emily Campbell




I'm a product designer, experienced at leading remote teams through the entire design process: ideating, prototyping, testing, polishing, KPI tracking, documenting, and iterating. I tweet @elou.

## Contact

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## Skills

Wireframing  
Sketching  
Prototyping  
Remote/in-person user testing  
User & product research  
Roadmapping  
Design documentation  
Creating & maintaining styleguides  
Designing interactive user flows  
Metrics & KPI analysis  
HTML/CSS/JavaScript

## Tools

Pen and Paper  
Balsamiq  
Sketch  
Keynote  
Invision  
Flinto  
Principle  
Illustrator  
Photoshop  
InDesign

## Relevant Experience

### Degreed

Mar 2015 - Current

As Lead product Designer for Enterprise, I work closely with a small team focused on growing, while fine-tuning, our enterprise offerings.

- Client and user research
- Product discovery
- Sketching, prototyping, and testing solutions
- Product and design documentation
- Collaboration with developers during design and implementation process
- Tracking metrics and designing iterative changes based on target KPIs

### HackerRank

Mar 2012 - Mar 2015

Joined as employee #3 and led design of the initial product concept and validation. As Creative Director, I helped scale the product to support tens-of-thousands of users and over a hundred mid-market and enterprise clients.

- Worked closely with CEO on product roadmapping
- Built and maintained visual styleguide and CSS pattern library
- Prototyped, tested, and designed core interaction and engagement flows
- Collaborated with developers and data scientist to implement designs and measure results

### Elou Design

August 2006 - Current (not actively seeking clients)

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

- Volunteer Moab (2016) - Pro Bono work to create a simple, interactive site listing volunteer opportunities by various facets.
- Nautilus SUP (2015) - Branding, design, and implementation for sponsored athlete and instructor, including a large-scale CMS theme, blog, and event manager.
- Scoutzie (2013) - Product consultant for YC-backed startup, connecting designers with potential clients.
- Resource Guru (2012) - Built a large marketing site for a startup based on CPO's designs. Despite youth of Responsive Design at the time, my code and element patterns are still in use today.