
Katelyn Campbell

SR PRODUCT DESIGNER | PRODUCT STRATEGY | SAAS DESIGN | AI-ASSISTED EXPERIENCES

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PROFILE

Senior Product Designer with 12+ years of experience turning ambiguous, complex problems into scalable digital products across enterprise SaaS, AI-assisted experiences, and high-growth platforms. I combine product strategy, user research, UX architecture, interaction design, design systems, experimentation, and hands-on UI with close engineering partnership from early R&D through launch and iteration.

CORE EXPERTISE

Product Strategy & Roadmapping • UX/UI Design • Enterprise SaaS • AI Product Design • User Research • Information Architecture • Interaction Design • Wireframing & Prototyping • Design Systems • Experimentation & Analytics • Accessibility • Developer Collaboration

PROFESSIONAL EXPERIENCE

Lead UI/UX Product Designer / Product Manager

HomePorter - AI-Powered Home Inspection Platform | Toronto, ON (Hybrid) | Jul 2023 - Mar 2025

- Owned product strategy, UX architecture, UI design, and prioritization as the sole product designer/product manager, evolving an early video-call concept into a two-sided platform for homeowners and home inspectors.
- Conducted continuous discovery through live homeowner and inspector sessions and translated observed pain points into user flows, requirements, and roadmap decisions.
- Designed dashboards, scheduling, maintenance planning, professional recommendations, DIY guidance, and an AI-assisted home inventory that catalogued appliances, serial numbers, condition, and future maintenance needs.
- Designed an AI reporting workflow that turned inspection sessions into draft reports for review, reducing report creation from hours to roughly 20 minutes while inspector corrections informed future outputs.

Principal UI/UX Product Designer / Product Strategy

Aucto - Asset Recovery System (ARS) | San Francisco, CA / Toronto, ON (Remote) | Sep 2021 - Mar 2023

- Designed an enterprise asset redeployment platform from the ground up, centralizing inventory, approvals, disposition channels, shipping, receiving, and reporting in a virtual warehouse.
- Mapped complex role-based permissions and configurable approval thresholds for floor staff, managers, administrators, executives, shipping teams, and external donation partners.
- Created workflows for internal redeployment, auction, direct sale, donation, scrap, and other disposition paths, plus dashboards for asset movement and financial outcomes across locations.
- Partnered with the CEO and engineering to sequence delivery one disposition channel at a time, validating workflows and simplifying stakeholder requests into usable enterprise patterns.

Digital Operations Lead / Principal UX Designer

AppDynamics (Cisco) | San Francisco Bay Area (Hybrid) | May 2019 - Sep 2021

- Led digital operations and UX for a global B2B SaaS website, using analytics, SEO findings, and experimentation to improve navigation, content, and conversion paths.
- Led the WordPress-to-AEM migration, mapping site structure, content models, authoring workflows, and customer-facing experiences while aligning with Cisco platform requirements.
- Reframed a stalled redesign as a modular system of ~25 reusable components and responsive states, enabling 145 redesigned pages to launch within a six-week recovery window.
- Redesigned product, solutions, resources, events, and navigation experiences; introduced guided product education before free-trial signup and rebuilt web-team intake in Jira/Confluence to protect delivery focus.

ADDITIONAL EXPERIENCE

Principal Product Designer & Lead Project Manager - Enterprise CMS & Digital Platforms

Moonstone Interactive | San Francisco Bay Area (Remote) | Sep 2015 - Jan 2019

- Led UX, UI, project strategy, and delivery for large-scale WordPress, Kentico, and Ektron platforms across technology, finance, healthcare, and other enterprise clients.
- Balanced user experience, technical constraints, budgets, timelines, accessibility, performance, and stakeholder priorities across multidisciplinary teams.

Director of Design & Development

Ironpaper - B2B Growth Agency | Manhattan, NY | Jun 2014 - Apr 2015

- Led design and development teams, set UX and delivery standards, and mentored designers, developers, and project managers.

Earlier Experience

Ironpaper - Web Designer & Project Manager | 2013 - 2014 • Sacks Communications - Interim Director of Digital & Graphic Services | 2013 • Worldwide Business Research - Web Developer & UX Advocate | 2012 - 2013

SELECTED CONSULTING & PORTFOLIO PROJECTS

Principal Designer - UX, Product, Brand & Web

Rose & Carrack / Digital Initiative | Remote | Apr 2012 - Present

- TTPG Facility Hub: redesigned a developer-built property maintenance platform for property managers and facility teams, including dashboards, maintenance health scoring, records organization, inspection visibility, and responsive field workflows.
- Campbell Design: owned brand strategy, information architecture, UX/UI, art direction, responsive design, and implementation oversight, transforming a business-card-only web presence into a distinctive architecture portfolio and brand system.
- Kanopi Commercial Real Estate: led project management and UX/UI for a commercial real estate marketplace concept, creating wireframes, interactive prototypes, property and map search, listing details, market insights, broker dashboards, and responsive layouts.

EDUCATION

BFA, Graphic Design - Savannah College of Art and Design (SCAD), 2008-2012

TOOLS & METHODS

Figma • Sketch • Adobe XD • Adobe Creative Suite • Adobe Experience Manager (AEM) • WordPress • Jira • Confluence • Agile/Scrum • User Interviews • Usability Testing • Prototyping • Design Systems • Responsive Design • Accessibility • Analytics • SEO • A/B Testing • Product Discovery • Roadmapping • Requirements Definition • QA