

Katelyn Campbell

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ABOUT ME

Curious, collaborative Senior Product Designer with 12+ years turning complex problems into simple, human-centred digital experiences — and over 2 years designing AI products that make life easier. I bring clarity to chaos, balancing business goals with thoughtful, ethical design.

EDUCATION

BFA - Graphic Design
SCAD - Savannah, GA
2008 - 2012

CORE SKILLS

| | |
|------------------------|--|
| UX/UI Design: | Sketch, Zeplin, Figma, Adobe XD, Framer |
| AI/ML Context: | AI model output UX, Real-time Object Tagging, Context-aware UI |
| Prototyping & Testing: | Rapid wireframing, interactive prototypes, usability testing |
| Design Systems: | Atomic design, multi-product scaling, & accessibility |
| Collaboration: | Agile/Scrum, Jira, cross-functional leadership, stakeholder communication, Remote UX Teaming |
| Dev Hand-off: | Design specs, developer collaboration, QA-ready assets |

LINKS

KATELYNDESIGN.CA

LINKEDIN

WORK EXPERIENCE

Lead AI Product Designer

HOMEPORTER
TORONTO
2023 - 2025

I led the end-to-end product design for a virtual home inspection platform — from concept to launch. I partnered with engineering, product, and AI teams to deliver a seamless experience for homeowners and home inspectors, balancing usability with technical complexity in an emerging AI space.

◆ Led the AI Experience Strategy

Designed and integrated AI-powered tools that assist home inspectors during virtual consultations, resulting in a **35% increase in user satisfaction**. It surfaces real-time data from conversation transcripts and image captures, enabling inspectors to provide accurate, efficient insights.

◆ AI Report Generator

Spearheaded the design of an intelligent report editor that transforms transcripts into editable reports. Integrated feedback loops to train the AI model over time, increasing report accuracy by **40% after three iterations**.

◆ On-Site AI Assistant Experience (Mobile)

Designed an AI assistant for in-person inspections, featuring transcript capture, smart photo tagging, inventory tracking, and instant report generation. Early testing showed a **60% decrease in time-to-report delivery**.

◆ Multi-Sided Platform Design

Owned the design of both the Homeowner and HomePro dashboards. Features include session booking, AI-driven personalized home maintenance schedules, service history, and embedded AI guidance tailored to the user's home.

◆ Agile Sprint & QA Leadership

Collaborated with the engineering team to manage sprints, define user stories, and run QA for production releases.

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Lead Product Designer

AUCTO
SAN FRANCISCO
TORONTO
2021 - 2023

Owned the design vision for ARS, an advanced asset inventory and redeployment platform. I worked across product, engineering, ops, and executive leadership to create intuitive tools that helped Fortune 500 companies reduce waste, track impact, and move inventory more intelligently.

◆ Redesigned the Disposition Workflow

Simplified a multi-step disposition process with approval flows across three channels: internal redeployment, resale, and recycling.

◆ Built for Flexibility Across Ecosystems

Designed an internal e-commerce experience for redeployment and asset tracking, then extended that into the standalone external Aucto marketplace via API, resulting in a 60% increase in platform adoption across enterprise accounts.

Implemented asset tracking & reporting systems to provide insights into a company's carbon footprint.

◆ Iterative UX Improvements

Led post-launch product assessments, user feedback studies and refinements, simplifying workflows in V2.5 and planning for full integration with the Aucto Marketplace in V3

◆ Designed a Unified Design System

Built scalable design guidelines and accessibility components for ARS and Aucto Marketplace to ensure consistency and faster dev handoff.

SR. UI/UX Designer / Digital Ops Lead

APPDYNAMICS
(CISCO)
SAN FRANCISCO
2019 - 2021

Owned the design strategy and execution for AppDynamics' corporate website redesign and digital operations systems during a high-stakes migration to Cisco's infrastructure on AEM. Focused on scalable, user-centred design systems, cross-functional enablement, and performance-driven design outcomes.

◆ Corporate Site Redesign & Migration

I led the complete redesign of the enterprise website, while migrating from Mezzanine CMS to Adobe Experience Manager in under 7 months and driving improved consistency and performance across 40+ global pages.

◆ UX Integration of Business Tools

I designed and embedded custom marketing and sales tools (e.g., Value Assessment tools) into the web experience, increasing conversion by 28% post-launch.

◆ DesignOps & Systematization

Built cross-functional workflows to streamline content, creative, and dev handoff. Designed templates and UI components that reduced page creation time by **35%** and maintained visual integrity at scale.

◆ Design-Led Strategy & Stakeholder Alignment

Created executive design briefs and system maps that clarified design goals and tracked progress. Used visual storytelling to align marketing, dev, and exec teams on priorities.

◆ Content Experience & Information Architecture

Conducted UX audits, improved navigation structures, and drove a more intuitive content experience, improving site searchability, SEO health, and user satisfaction.