# Katelyn Campbell

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## # LINKS

KATELYNDESIGN.CA

LINKEDIN

## # EDUCATION

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

## # ABOUT ME

Senior UI/UX Designer with 12+ years of experience creating user-centred digital products that turn complex challenges into simple, intuitive experiences. Skilled in wireframing, prototyping, user research, interaction design, accessibility, and design systems.

Over 2 years of experience designing AI-driven solutions that enhance usability, streamline workflows, and drive measurable business outcomes.

Passionate about crafting seamless digital experiences that are both functional and delightful

## # CORE SKILLS

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|---|---|
| **UX/UI Design** | Sketch, Zeplin, Figma, Adobe XD, Framer, Axure |
| **AI/ML Context** | AI model output UX, Real-time Object Tagging, Context-aware UI |
| **Prototyping & Testing** | Rapid wireframing, interactive prototypes, usability testing |
| **Design Systems** | Atlassian Design System, Ant Design, Bootstrap, Material Design, Custom Enterprise Design Systems |
| **Collaboration** | Agile/Scrum, Atlassian, Notion, cross-functional leadership, stakeholder communication, Remote UX Teaming |
| **Dev Hand-off** | Design specs, developer collaboration, QA-ready assets |

## # WORK EXPERIENCE

**Lead AI Product Designer**

HOMEPORTER
TORONTO
2023 - 2025

- ✦ Led end-to-end UX/UI and product design for HomePorter's virtual home inspection SaaS platform, delivering seamless desktop and mobile experiences.

- ✦ Sole Product Designer collaborating with engineering, product, and AI teams on user research, IA, wireframes, prototyping, visual design, and design systems.

- ✦ Designed AI-powered features: real-time transcription, contextual content surfacing, and an automated report builder that reduced reporting time by 75%.

- ✦ Created an AI-driven report editor that learns from user edits and ensures high trust with source attribution to minimize hallucinations.

- ✦ Delivered scalable, responsive design patterns and intuitive user flows that improved usability, accessibility, and operational efficiency across the platform.

**Lead Product Designer**

AUCTO
SAN FRANCISCO
TORONTO
2021 - 2023

✦ Led the full design vision and execution for ARS, an enterprise asset management and redeployment platform serving Fortune 500 companies.

✦ Collaborated cross-functionally with product, engineering, ops, and executive teams to replace fragmented workflows with a unified, scalable system.

✦ Designed complex user flows, multi-level permissions, and financial integrations supporting internal redeployments and resale via Aucto's online auction..

✦ Created detailed wireframes, interactive prototypes, and a robust design system, grounded in user research and agile methodologies.

✦ Delivered measurable operational efficiencies and new revenue streams for global clients, reinforcing Aucto's leadership in enterprise asset management.

**SR. UI/UX Designer / Digital Ops Lead**

APPDYNAMICS (CISCO)
SAN FRANCISCO
2019 - 2021

✦ Led UX strategy and execution for AppDynamics' corporate website overhaul during its Cisco acquisition, modernizing user journeys and digital infrastructure.

✦ Redesigned workflows for the migration from Kentico to AEM, aligning design systems with technical requirements for seamless user and business experiences.

✦ Introduced a modular UI framework that enabled faster, scalable rollouts across hundreds of dynamic pages.

✦ Streamlined collaboration between design, engineering, and marketing to improve efficiency and maintain a unified, user-centred vision.

✦ Championed team growth with a program focused on design leadership, technical skills, and empathy-driven practices.

**UI/UX Designer / Web Producer**

MOONSTONE INTERACTIVE
SAN FRANCISCO
2019 - 2021

✦ Led full-cycle UX/UI projects for enterprise clients, managing design strategy, operations, and execution across large-scale web initiatives on enterprise CMS platforms.

✦ Designed a scalable CMS framework that transformed WordPress into an enterprise-ready solution, enhancing usability and performance for mid-sized businesses.

✦ Balanced UX strategy with technical execution, ensuring seamless collaboration between design and development teams while meeting stakeholder goals.

✦ Delivered high-quality UX/UI design under tight deadlines, reinforcing usability, accessibility, and visual standards.

✦ Mentored junior designers and established scalable design systems to ensure long-term client success.