

Hello, I'm Emily Campbell

I'm a design leader with experience building and leading high impact teams and ensuring design is situated as a strategic and effective multiplier to the business. I am looking for a people or practices leadership role where I can help shape a healthy design culture, ensure strong collaboration and communication with stakeholders, and drive value through exceptional customer and user experiences.

Contact

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Moab, UT – 435 260 8244

Senior Director, Head of Product Design and UX Research

Vendr, March 2022 – January 2024*

- **Grew the design and research team** from 1 to 9 team members; created a recruiting and onboarding plan that allowed us to increase the quality of candidates and accelerate time to meaningful contribution
- **Created and implemented design and research practices** scaling training and enablement across the design and research team and to key stakeholders in engineering, product, and service/CX
- **Developed and implemented a design strategy** defining key journeys and metrics of success supported by an experience roadmap targeting key improvements in usability, customer delight, and retention
- **Oversaw zero-to-one GTM initiatives** including AI features, to kickstart new product opportunities and capture key partnership opportunities

The design team was impacted by organization-wide layoffs on Jan 12, 2024

VP of Design and Product; VP Head of Content (co-founder)

BookClub, June 2020 – March 2022

- **Established and managed the Product and Design team** of 3 designers and 2 product managers, including design director, while adapting by wearing multiple hats as needed to find product market fit
- **Designed and launched our beta** that generated 3000 organically sourced sign ups in the first 3 months and led to top-tier authors and celebrities joining as partners (Emma Roberts, Barbara Corcoran, John Maeda, etc)
- **Developed the GTM product strategy and roadmap** and collaborated with the CTO to implement, including leading discovery and research
- **Led the design function** in developing research, design, and review practices; constructing and scaling our design system; and coordinating cross-functional discovery
- **Led discovery and the 4x scaling of our library** to position BookClub for a pivot into Enterprise

Director of Experience Strategy

InVision (continued), January 2020 - June 2020

- **Led a company-wide, cross functional CX effort** to map the customer experience of our core personas and define our experience framework across the customer lifecycle
- **Collaborated with product marketing and sales enablement** to redesign our GTM narrative around core user values and drivers without impacting or bottlenecking existing product priorities
- **Leader in design practices** providing interim management to my team of 5 seasoned design leaders and mentored 8 rising designers, as well as provided continuing education to our customer facing team on business design and service design practices to serve our customers

Skills & Expertise

Leadership

Cultural design

Leadership development

Recruiting

Mentoring/coaching

Career leveling

Stakeholder management

Executive Leadership

UX/CX

Persona development

User flows

Information architecture

Experience/Journey mapping

Design systems

Research

Heuristic Evaluation

Directed discovery

Interview and synthesis

Card sorting

Usability testing

RITE method

Concept communication

Wireframing

Prototyping

Visual design (web & mobile)

Interactive design

Service design



Senior Design Specialist, Design Transformation

InVision, March 2018 - February 2020

- **Supported \$30 Million in portfolio accounts** with design consultation, coaching, and practical workshops to upskill our customers, build design leadership credibility, and identify new product-led opportunities
- **Co-led development of our Design Maturity Assessment** initiative based on our internal design maturity framework, supporting our Enterprise Sales and Customer Success teams; provided consultation to the initial research leading to the design maturity framework
- **Developed workshops and talks** and delivered them internationally at conferences and Enterprise Customer offsites to build brand value and customer maturity, and supported the development of continuing education on these topics for internal teams across the company

Product Manager, Enterprise Lead

Degreed (continued), September 2016 - March 2018

- **Facilitated 8-person interdisciplinary squad** through a fast and collaborative discovery, design, and development process
- **Facilitated the Degreed Client council** + in-person client discovery workshops
- **Developed and incubated a design research function** capturing and sharing insights throughout the company related to discovery and market efforts
- **Customer-facing product evangelist** responsible for product demos, roadmap updates, Enterprise prospect pitches, and representing senior product leadership for new client discovery
- **Led discovery on a customer concept that led to a 7-figure account upsell** by providing speculative design thinking to ambiguous business problems, working with executives and other partners to uncover new viable business offerings

Lead Product Designer, Enterprise

Degreed, March 2015 - September 2016

- **Collaborated with interdisciplinary product team** on discovery and iterative design
- **Piloted client and user research studies** and conducted regular usability analysis
- **Developed core product personas** based on research interviews with consumer and enterprise users and customers
- **Design lead on developing our initial design system** and continued to support as it grew over my time at Degreed

Design Director, founding designer

HackerRank, March 2012 - February 2015

- **Conceptualized and designed our beta experience** that led to 10,000 sign ups on the first day of launch
- **Built and developed our initial design system and CSS pattern library** with engineering partners
- **Tracked and iterated design sprints** based on regular user research and KPI metrics
- **Oversaw a design team of 3** working across a social consumer platform for programmers and an enterprise-grade B2B product for recruiters

Outside of work...

Mom of 2 kids

Noah (10) and Peter (8)

Plus 2 dogs and 3 cats

...yikes...

Whitewater rafter

And an experienced multi-day wilderness guide!

Photographer

Though the landscape of the desert southwest where I live does a lot of the leg work

Avid reader

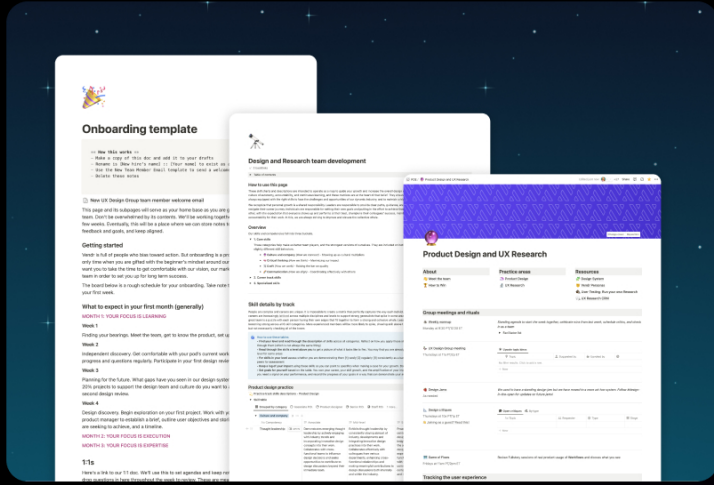
Currently making my way through Robert Caro's 4-part biography of Lyndon Johnson

Volunteer

I serve on the board of multiple local groups, including the domestic violence shelter, the PTA, and our County's Planning Commission

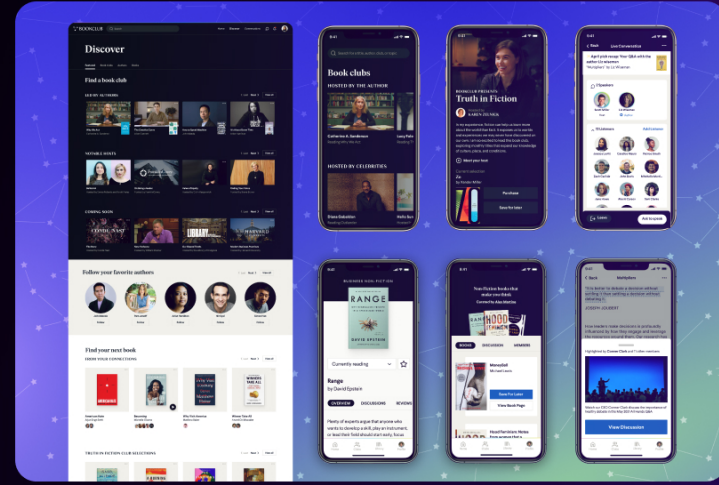


Skills in Practice



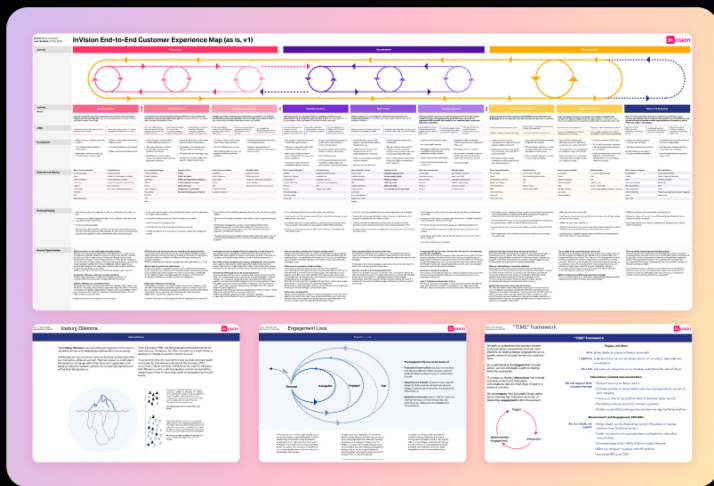
TEAM LEADERSHIP AND OPERATIONS

Senior-to-executive level people and operations leader experienced in culture-building, process design, leveling, budget management, recruiting, and team ops.



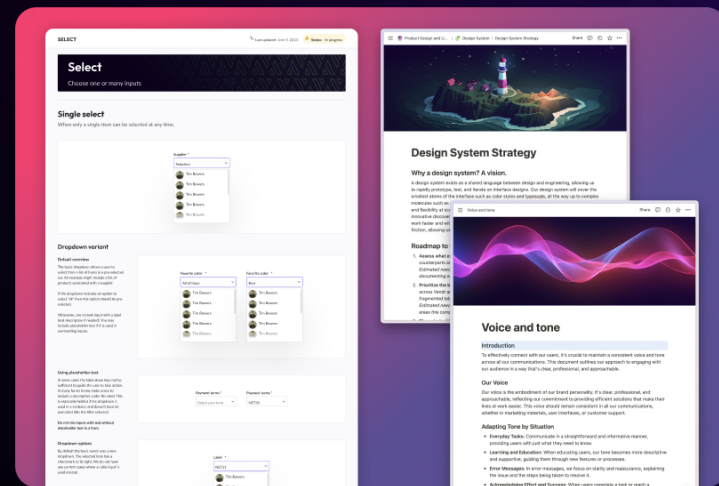
WEB AND MOBILE DESIGN

Visual and experience designer for web, mobile, and platform design. Figma expert. Can drive and lead advanced prototyping, design discovery, and iterative research and testing.



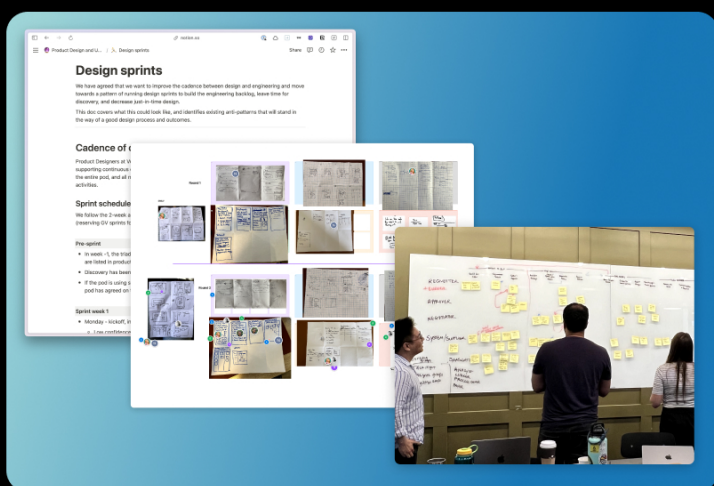
CX DESIGN / EXPERIENCE STRATEGY

Applies design practices towards business and service problems, raising design's visibility and impact by delivering value across the customer experience in partnership with product, marketing, customer experience, and others.



DESIGN SYSTEMS

Established and managed multiple design systems, including complicated multi-platform component libraries, shared language with engineering, governance and operations, content and tone.



FACILITATION AND SPRINTS

Experienced facilitator from rapid-fire design jams to multi-day sprints and workshops, intended to democratize idea generation and validation and encourage out-of-the-box thinking and comfort with design-driven methods.



THOUGHT LEADERSHIP

Regular speaker, writer, and facilitator who champions innovative thinking and best practices around design. Former senior member of InVision's Design Transformation team, with a strong, broad network and established visibility in the design industry.



Emily Campbell

Learn more at [EmilyCampbell.co](https://emilycampbell.co)

In the words of others

"Emily is an incredible product and design leader. She's a self-motivated and outgoing designer, a master at stakeholder management, and makes sense of the noise. Additionally, Emily is an open-minded and servant leader with a reputation for being kind AND a badass. She's the kind of person you want in your corner and brings out the best in people."



Kevin Hawkins

Staff Product Designer, BookClub

"Emily gave me the agency and trust to do my best work at Vendr. She went out of her way to teach the team how to think about incorporating AI technologies into design and research work, provided us with the resources to put that into practice, and helped us be more assertive across all our work. I recall, on multiple occasions, leaders from product and engineering being in awe of Emily's decisiveness, velocity, and assertiveness to make better decisions. This helped design have a seat at the table."



Karan Shastri

Staff UX Researcher, Vendr

"Emily's meticulous attention to detail extended to every aspect of the user journey. She ensured that we had the right tooling and processes in place to measure the quality of every design we shipped. She established rituals for us to connect as team, get feedback, and stay aligned to our Design System and broader executive-level objectives. She did all this in addition to cranking out high quality work for pods who needed extra support. But beyond her professional skills, Emily's genuine kindness and empathy stood out the most. She's a leader who's not only a brilliant designer but also genuinely cares about her team's well-being."



Jake Bagley

Senior Product Designer, Vendr

"One of the biggest things we were missing before you joined Vendr was a healthy design culture and the design team having an environment that supported growth. It seems to me that YOU made that happen. It's so much better today than it was before you joined and I attribute that to you directly."



Matt Daubert

VP Engineering, Vendr

"Emily Campbell was quite possibly the best manager I've ever had. Her candor, her design skills, and her compassion are unmatched."



Alice Barton

Senior Product Designer, Vendr

"Something that sets you apart from most leaders is your ability to not only create and articulate a vision for the future, grounded in insights, but to communicate a plan to operationalize your vision through the empowerment of others."



Chris Avore

VP Design, Northwestern Mutual

"Emily is able to move between teaching a C-level executive to mentoring a junior designer, and is able to create a deep and sincere impact on all of them."



Brian Thome

VP Customer Success, InVision

"I wanted to say how much I appreciate your partnership on open roles. I've frequently had candidates comment on how they're even more excited about the chance to work at Vendr after meeting you. Your energy, empathy, and transparency are an excellent example of our culture and make it easy to sell candidates on our vision and the opportunity we have to make an impact."



Steve Hagen

Principal Technical Recruiter, Vendr

"We need to make "to Emily" a verb. How can we clone her?"



Chris McCarthy

COO, Degreed

