

ALLY CAMPBELL

UX/UI Designer

BIOGRAPHY

I'm all about creating a better world through design. I have a passion for creating change in the world around me, and I love that design allows me to do so in all respects. I look forward to taking on new challenges, solve problems, and create experiences and products that users will love.

TECHNICAL SKILLS



DESIGN SKILLS

User Research, Lean UX, Usability Testing, Design Systems, GV Design Sprints, Information Architecture, Agile Methodology, Rapid Prototyping

ACHIEVEMENTS



Adobe REEF Creative Jam Finalist
114 participants from Yale, RISD, SVA, Pratt, and Ironhack



Case Study Published in Noteworthy
An online publication with 50k subscribers
<https://bit.ly/2MUzTsS>



Final Project - First Place UX/UI
Kugadi: Revolutionizing Healthcare
<https://bit.ly/2PgWRod>



Orlando, FL



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<http://ally.camp>



in/amcamp



(954) 480-7012

PROFESSIONAL EXPERIENCE

Promotions Designer and Director

Knight-Thon at UCF | May 2018-May 2019

- Collaborated with executive board of 23 members to run a year long fundraising effort, ultimately raising \$1,288,360.23.
- Created merchandise and promotional items using Adobe CC to further our cause and brand throughout our community.
- Managed the sales of the merchandise and promotional products, totaling \$27,000 in profit that supported our fundraising goal.

Strategic Partnership Captain

Knight-Thon at UCF | May 2017-May 2018

- Collaborated with a leadership team of 56 members to run a year long fundraising effort, ultimately raising \$1,584,698.22
- Created and maintained strategic partnerships with the businesses in the Central Florida area, including Coca-Cola Beverages Florida.
- Facilitated \$64,000 worth of partnerships, tripling the previous partnership contribution in 2016-2017.

Swim Instructor

Tiny Turtles | May 2018-September 2018

- Taught private swimming lessons to persons of all ages with encouragement and positive reinforcement.
- Provided competent, safe instruction using recognized lead-up skills as established by national aquatic agencies.
- Planned and effectively organized class time for maximum practice

EDUCATION & TRAINING

Ironhack UX/UI Design Bootcamp

Intensive 9-week course in UX/UI Design (450+ hours)

University of Central Florida

B.S. in Sport and Exercise Science