



Emma
Campbell

emma-campbell.com
hello@emma-campbell.com
linkedin.com/in/emmamcampbell
+64 21 080 67687

My name is Emma Campbell and I'm a **Senior Product Designer** with over five years experience in the design and product industry.

EDUCATION

Auckland University of Technology
Bachelor of Design - Major in Graphic Design

SKILLS

- Build concepts from low to high-fidelity user flows
- Lead user-driven product meetings and discussions
- Run design thinking workshops
- Iterate on existing product features and visualise brand new concepts
- Create scalable design systems

TOOLS

- Figma
- Miro
- Webflow
- Invision
- Principle
- Adobe Creative Suite

I AM

- A developer's best friend - I live to make their lives as easy as possible.
- Super passionate about ideas that I believe in.
- A creative problem solver who loves the challenge of working on concepts that don't exist in our world.
- Not afraid to be wrong.
- Strong at communicating ideas and decisions, whether verbally or visually.
- A UX design mentor

EXPERIENCE

Product Design Consultant
Stuff - stuff.co.nz
August 2021 - Present
Remote

I'm currently working as a contractor at Stuff, helping form user research plans, taking initiatives and proposing solution concepts, and helping build product personas.

User Experience Designer
Tyk - tyk.io
October 2019 - July 2021
Ireland

I worked closely with the UX, Development and Product teams daily to design enterprise and developer experiences for our core and future product offerings. My role was to understand and organise the complex workflows of platform and API management into simple user journeys that inspire developers to keep building. I sat across two squads, iterating on existing product features and defining new product experiences for technology that has never been seen before in the API management industry.

User Experience Designer
EQUIIS / flaim - equiis.com / flaim.com
February 2019 - August 2019

Within EQUIIS I worked on launching their iOS and Android social messaging app 'flaim', iterating on their initial design and workflows. I led the UI refresh of the app and took new concepts, and tested them through User Brain. I worked closely with the development team to ensure realistic and completable ideas within the tight deadlines and that designs were translating correctly into the apps.

Digital Creative
Nero Motion - neromotion.co.nz
July 2017 - December 2018
Auckland, New Zealand

I was the lead designer for eight website launches from a Citroën car configurator microsite to the agencies own website. As Digital Creative, I was responsible for taking low-fidelity wireframes to prototypes, meeting with clients to advise and present flows, ensuring project completion from early concepts to working alongside developers during ideation and build.

Digital Designer / Developer
Almond - almond.studio
September 2016 - April 2017
Auckland, New Zealand

In this position I was able to upskill and become involved in both web and iOS app development, as well as working on branding, illustration and UI/UX based design projects.