Sunni Campbell

UX Designer

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Summary

UX designer with a background in digital marketing and WordPress development. I enjoy collaborative team environments, thinking through interaction design, wireframing and prototyping. Based in Seattle, fueled by cold brew and curiosity.

Skills

Design

Interaction Design

Information Architecture

Wireframes & Mockups

Prototyping

Usability Testing

User Research

Web Design

A/B Testing

Tools

UXPin/Figma

Miro/Mural

Illustrator

Balsamiq

Optimal Workshop

JIRA

Education

UX & Visual Interface Design

University of Washington, Seattle

Certificate Program

B.A. Communications

University of Washington, Seattle

Work Experience

Modern Aisles / UX Designer, Co-founder

Jan 2020 - Present

Designed all of the branding, user experience and visual design elements. Developed new website using WordPress CMS and DiVi framework.

- Conducted market research, competitor analysis and user interviews to inform design
- Created updated style guide and designed new logo
- Designed all website assets and built the final site design resulting in a 60% increase in website lead submissions

T-Mobile / UX Designer

Mar 2021 - Mar 2023

UX Designer within T-Mobile Retail. Collaborated with product owners, UX research, designers, and developers to improve the mobile expert experience of customer care native iOS apps.

- Lead phase 3 design state for a fraud & blind verification app from ideation to launch
- Designed a micro-app for retail care teams to capture signatures in-store centering accessibility design principles
- Redesigned an app switcher to be used by Care Teams
- Designed two concept prototypes for a mobile app navigation to be used by Care Teams

In Stride / UX Designer, Strategist

Oct 2020 - Feb 2021, Contract

Led the design vision for a new website from concept to launch for an obedience training business in Seattle. Built final site design on a CMS.

- Conducted market research, business analysis and user interviews to inform design
- Created all visual assets for the website, overhauled the visual design for company branding and marketing.

Wheelhouse DMG / Marketing Manager

Oct 2016 - Feb 2020,

Analyzed website analytics to guide data-driven design strategy and solutions for e-commerce clients. Managed a team of digital marketing associates and established more equitable and inclusive hiring and recruiting strategies.

- Created a small business CRO program
- Created a company-wide gender inclusion policy

SLC Digital Media / Digital Designer

June 2013 - Aug 2016

Provide digital marketing & web-design consulting to individuals and small businesses. Led client projects with stakeholder and developers.

- Conducted website audits, user behavior analysis, A/B testing and content audits to inform web design projects