

# Sunni Campbell

## UX Designer

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## Summary

UX designer with a background in digital marketing, passionate about creating seamless interactions between users and digital products. Based in Seattle, fueled by good coffee and curiosity.

## Skills

### Design

Interaction Design  
Information Architecture  
Wireframes & Mockups  
Prototyping  
Design Research  
Usability Testing  
User Research  
Web Design  
Data Analysis  
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. Comms. & Cultural Anthro.

University of Washington, Seattle

## Work Experience

### T-Mobile / UX Designer

Mar 2021 - Mar 2023, Contract

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
- 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

Designed and built a new website for an obedience training business in Seattle from concept to launch.

- Conducted market research, business analysis, information architecture testing and user interviews
- Improved final site design by conducting usability testing on low-fidelity prototype
- Designed and created all website assets and implemented final site design on a CMS

### Modern Aisles / UX Designer, Strategist

Nov 2020 - Feb 2021, Contract

Led company re-brand project, designed and developed a new website using WordPress CMS.

- Conducted market research, competitor analysis, user interviews, card sort and user testing to inform IA
- Created low fidelity prototype to conduct usability testing
- Designed all website assets and implemented the final site design resulting in a 60% increase in website lead submissions.

### Freelance Consultant / UX Designer, Strategist

Mar 2020 - Present

UX designer and digital marketer specializing in website design and marketing campaigns for small businesses and individuals.