

SUNNI CAMPBELL

UX DESIGNER

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📍 Seattle, WA

EXPERIENCE

UX DESIGNER | T-Mobile

Present

Collaborate with product owners, designers, developers, and user researchers to improve the mobile expert experience of T-Mobile's customer care native iOS apps.

UX DESIGNER, CONSULTANT | IN STRIDE

2020

Designed and implemented a 14-page website for an obedience training business in Seattle from concept to launch. Leveraged my digital marketing background to provide consulting for CMS platforms and website integrations, working closely with stakeholders.

- Created style guide, updated logo, brand identity and graphics in Illustrator
- Performed market research, business analysis, user interviews & competitor analysis
- Improved final site design by conducting usability testing on low-fidelity prototype
- Implemented final site design on a CMS and integrated client management software

MARKETING MGR, UX DESIGN | WHEELHOUSE DMG

2019 - 2020

Conducted site auditing, A/B testing, user behavior and journey mapping. Analyzed website analytics to guide data-driven design strategy and solutions for e-commerce clients. Managed a team of digital marketing associates and executed digital strategy tactics for various clients.

- Designed product pages for an e-commerce client resulting in 20% increase in sales
- Co-designed landing pages for cannabis retailer increasing conversions by 66%
- Created a company-wide gender inclusion policy implemented in 2020
- Established more equitable and inclusive hiring and recruiting strategies

DIGITAL MARKETING TEAM LEAD | WHEELHOUSE DMG

2018 - 2019

Created a small business CRO program and applied Lean UX services for clients to improve lead generation and conversions. Hired, trained and developed a diverse team of digital marketing associates.

- Worked with a team to redesign e-commerce site resulting in 26% increase in sales
- Conducted A/B testing on top-level category pages resulting in a 10% conversion lift
- Worked with a team to redesign a client's website increasing web leads by 98%

SR.MARKETING SPECIALIST | WHEELHOUSE DMG

2016 - 2018

Performed technical SEO, content analysis and user behavior testing. Analyzed website data and conducted user testing to identify areas of web design improvement for landing page optimization.

- Conducted A/B testing on a client's lead form that led to 88% increase in submissions
- Redesigned new solutions pages for a client resulting in 50% increase in organic leads
- Implemented content strategy for e-commerce client resulting in 29% traffic increase

DIGITAL DESIGNER | SLC DIGITAL MEDIA

2013 - 2016

Founded SLC Digital Media to provide digital marketing & web-design consulting to businesses.

- Lead client management working directly with stakeholders and developers
- Created wireframes for website redesign and landing page projects
- Conducted website audits, user behavior analysis, A/B testing and content audits

SKILLS

DESIGN

Information Architecture, Wireframes, Mock-Ups, Interaction Design, Prototyping in Figma, Story Boards, Scenarios, User Flows, Sitemaps

RESEARCH

Rapid Ideation, User Research, Surveys, User Interviews, Usability Testing, Affinity Mapping, User Journey Mapping, User Personas, Competitor Analysis, Card Sorting, Concept Testing

DIGITAL MARKETING

Landing Page Design, Tech SEO, Mock-Ups, Local SEO, Lead Generation, A/B Testing, Content Marketing, Customer Journey Mapping

OTHER

Team Management, Peer Coaching, DEI Curriculum Building, Empathetic Leader, Collaborative, Open Minded, Adaptable

EDUCATION

B.A. Comms & Cultural Anthropology

University of Washington

UX & Visual Interface Design

University of Washington Program

Intro to Front-End Development

U.W.P.C.E

TOOLKIT

- Figma
- Adobe Illustrator
- Balsamiq
- WordPress
- Basic HTML/CSS
- Google Analytics
- Search Console
- Miro, Mural
- Sketch
- OptimalWorkshop
- Squarespace
- JIRA, Trello, MOZ
- Ahrefs, SEMrush
- Screaming Frog

PROJECTS

NIN - Climate Justice App

(UX, UI, Interaction Design)

Design project resulting in a high-fidelity prototype. I executed user research, IA, usability testing, UI design and final prototype in Figma.

NATIVE LAND APP - Redesign

(UX & Visual Interface Design)

Personal project, redesigning the Native land app that connects users to historically tribal land and resource sharing.