

SUNNI CAMPBELL

UX DESIGNER

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📍 Seattle, WA

EXPERIENCE

UX Designer, Contract | T-Mobile

3/2021 - present

Embedded designer within T-Mobile Retail iOS pillar represented by Filter. Collaborate with product owners, designers, developers, and ux researchers to improve the mobile expert experience of T-Mobile's customer care native iOS apps.

UX Designer, Contract | In Stride, LLC

10/2020 - 2/2021

Designed and implemented a website for an obedience training business in Seattle from concept to launch. Developed brand identity and style guide.

- Conducted market research, business analysis, user interviews and IA testing
- Improved final site design by conducting usability testing on low-fidelity prototype
- Implemented final site design on a CMS and integrated client management software

Head of Design | Modern Aisles

1/2020 - present

Led company branding, website design and digital marketing efforts. Designed and implemented updated website design using WordPress CMS and Divi framework.

- Led redesign project of the company website from concept to launch
- Created updated brand style guide, new logo and website assets
- Conducted user research, market analysis, interviews and card sorting

Marketing Manager, Designer | Wheelhouse DMG

2019 - 2020

Analyzed website analytics to guide data-driven design strategy and solutions for e-commerce clients. Conducted site auditing, A/B testing and user behavior research. Managed a team of digital marketing associates and established more equitable and inclusive hiring and recruiting strategies.

- Designed product pages for an e-commerce client resulting in 20% increase in sales
- Designed landing pages for cannabis retailer increasing conversions by 66%
- Created a company-wide gender inclusion policy implemented in 2020

Marketing Team Lead | Wheelhouse DMG Sr. Marketing Specialist

2018 - 2019

2016 - 2018

Created a small business CRO program to improve lead generation and conversions for client websites. Hired and trained 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 a client's lead form that led to 88% increase in submissions
- Redesigned category pages for a client resulting in 50% increase in organic leads

Digital Designer | SLC Digital Media

2013 - 2016

Started SLC Digital Media LLC to provide digital marketing & web-design consulting to businesses. Led client projects with stakeholder and developers.

- Created wireframes for website redesign and landing page projects
- Conducted website audits, user behavior analysis, A/B testing and content audits

SKILLS

User Research
Information Architecture
Visual Design
Web Design
UX Strategy
Interaction Design
Usability Testing
Wireframing & Prototyping
Card Sorting
Content Analysis
User Journeys
Storyboarding

TOOLS

UXPin
Figma
Miro
Mural
Balsamiq
Adobe Illustrator
Optimal Workshop
Agile UX
JIRA

EDUCATION

UX & Visual Interface Design

University of Washington Certificate Program

Intro to Front-End Development

University of Washington PCE

B.A. Communications & Cultural Anthropology

University of Washington, Seattle Campus

PROJECTS

NIN - Climate Justice App

(Program Project)

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

ClimaCast - Podcast App

(Personal Project)

Personal project designing a clean minimalist podcast app for users to build community and their climate justice knowledge.