

Maggie Campbell

PROFESSIONAL SERVICES
EXECUTIVE
ENTREPRENEUR

CONTACT ME

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EDUCATION

BACHELORS OF ARTS

2003 - 2007 / Gonzaga University

UX/UI CONTINUING EDUATION

2018 / University of California, Irvine

TECHNICAL

- PMBOK
- Waterfall & Agile
- Project Scheduling
- Project Budgets
- Requirements
- User Interviews
- Decision Diagraming
- Client Communication
- Information Architecture
- User & Buyer Personas
- User Acceptance Testing (UAT)
- Storytelling
- Journey Mapping
- Prototyping
- Wireframes
- Mockups
- User Research

TOOLS

- Microsoft Project
- Jira
- Trello
- Zendesk
- MS DevOps
- Clarizen
- Webflow
- InDesign
- Adobe XD
- Illustrator
- Photoshop
- Camtasia
- InVision
- Wordpress

With a passion for people, human-centered problem-solving and expectation management, I strengthen teams by empowering others. You will recognize me immediately from my authenticity, my enthusiasm, and my unbridled joy.

EXPERTISE & SKILLS

PROFESSIONAL

- Asking the right questions
- Brand management & UX writing
- Organizing complexity
- Communication strategies

PERSONAL

- Collaborative gaming
- Clicker training dogs
- Writing sweeping prose
- Making friends everywhere

WORK EXPERIENCE

2015 - Present
electric duck designs
Ladera Ranch, CA

- DESIGNER SIDE HUSTLE
- Proven product and service strategies
- Identifying design and technical gaps
- Brokers buy-in and aligns resources to facilitate interdepartmental change management
- Creates and leads adoption of new software tools and techniques in any vertical of business

2013 - Present
Project Insight
Costa Mesa, CA

- PRODUCT MANAGER | PROJECT MANAGER
DIRECTOR OF CUSTOMER SUCCESS
- Product roadmap, product interface, & interaction designs per user interviews
- Designed in-app feedback model that increased average user feedback by 900% vs previous email campaigns
- “Ticket to UI improvement initiative” resulted in 63% reduction in backlog tickets
- Lead Sprint meetings
- Usability writer for product support content on our public website, blogs, social media, etc.
- User engagement interface campaign increased user Help Center engagement by 33%
- Research, test, and advise on industry software trends, behaviors, and practices
- Scope and design integrations, custom reporting, and new features

2008 - 2013
Chase Bank
Laguna Niguel, CA

- ASSISTANT BRANCH MANAGER
- Promoted from Teller to Sales Assistant to Assistant Branch Manager
- Managed 18 employees for accuracy and sales
- Developed corrective action and performance reviews for branch employees
- Career development and personalized action plans with employees