

# Maggie Campbell

PRODUCT MANAGER

## CONTACT ME

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## EDUCATION

### BACHELORS OF ARTS

2003 - 2007 / Gonzaga University

### UX/UI CONTINUING EDUCATION

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

### PERSONAL

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

### PROFESSIONAL

- Asking the right questions
- Tonality and Brand design
- Cutting through chaos
- Summarizing & following up

## WORK EXPERIENCE

2015 - Present  
**electric duck designs**  
Ladera Ranch, CA

- DESIGNER SIDE HUSTLE
  - User Research, Insights, Branding
  - Website, business card, and collateral design
  - Information architecture and copy writing
  - Client references available upon request

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
  - Delivered corrective action and performance reviews
  - Built long-lasting customer relationships
  - Encouraged career development and created personal action plans with employees