

Maggie Campbell

With a passion for people, human-centered problem-solving and cracking any culture code, I strengthen teams by empowering others. I encourage the best in clients, team members, and leadership. You'll recognize me immediately from my authenticity, my enthusiasm, and my unbridled joy.

USER EXPERIENCE

APPLICATION DESIGNER

CONTACT ME

- +949 981 4004
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- www.electricduckdesigns.com
- 49 Garrison Loop | Ladera Ranch CA

EDUCATION

BACHELORS OF ARTS

2003 - 2007 / Gonzaga University

UX/UI CONTINUING EDUATION

2018 / University of California, Irvine

TECHNICAL

- User Research
- User Interviews
- User Personas
- Prototyping
- Iconography
- Typography
- User Interface
- Decision Diagramming
- Information Architecture
- User Acceptance Testing (UAT)
- Storytelling
- Journey Mapping
- Wireframes
- Mockups
- Agile
- PMBOK

TOOLS

- Illustrator
- Figma
- Sketch
- Photoshop
- InDesign
- Camtasia
- InVision
- Webflow
- Canva
- HTML/CSS
- JS/jQuery

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

My kitchen, 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 CHAMPION

- 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