Emily Campbell
DIGITAL DESIGNER

Contact emcampbelldesign@gmail.com
emcampbelldesign.com

ABOUT ME

I'm a Digital Designer specializing in Web & UI Design supporting that with a good understanding of User Experience principals and research methods. Experience working as part of a team, I work closely with other designers, developers, project managers, and producers. I'm a fast learner and I'm happy to take on the challenge of picking up tasks I've never done before, or jump in on projects midway. My goal as a designer is to improve anything I have the opportunity to improve.

EDUCATION

GRAPHIC DESIGN – HUMBER COLLEGE
Advanced Diploma | 2013 – 2017

UX DESIGN – YORK UNIVERSITY
Certificate | 2019 – 2020

EXPERIENCE

SENIOR DIGITAL DESIGNER
ELEVATE | JANUARY 2020 – APRIL 2021

Created and maintained brand as company pivoted. Designed website and new website features as needs evolved. Provided individual designs for partners buying branded digital products. Coordinated with developers, video editors, marketers, and external agencies on different teams to ensure a holistic product. Created designs in Figma, Adobe Photoshop, Illustrator, InDesign, Acrobat DC, and After Effects. Assisted in copy editing and planning sessions. Reviewed application portfolios, interviewed and hired extended members of my team for marketing and design.

UX DESIGNER
WELLBEINGS *INCUBATED WITHIN ELEVATE* | JUNE 2020 – NOVEMBER 2020

Incubated corporate wellness program WellBeings through agile development to create Slack app for team building and wellbeing. Prioritized features based on user needs and experience. Provided usability consulting and testing during alpha phases. Performed research via virtual interviews and broader user surveys. Created and evolved brand of beta product.

CREATIVE DIRECTOR
LEVERAGE.IT | JULY 2018 – DECEMBER 2019

Senior Designer for web and app projects through LeverageIT. Created effective design centred on User Experience and good Interface Design. Coordinates buildable design into development. Consulted on UX as projects evolved. Maintained relationships with clients and delegated projects to designers based on workload and individual style.

GRAPHIC DESIGNER
LEVERAGE.IT | MAY 2017 – JULY 2018

Designed digital solutions for clients through custom designs for WordPress. Worked closely with developers to ensure success. Created social media presences and effective deck layouts. Upheld and expanded on brands as companies grew.

PROGRAMS

Photoshop   Illustrator   InDesign   Affinity
Figma   Sketch   InVision   Adobe XD   UX Pin
WordPress   Shopify   Squarespace   HTML   CSS
After Effects   Adobe Animate   Acrobat DC & Distiller
Microsoft Office   Google Suite

SKILLS

Web Design   App UI Design   Responsive Design   Prototyping
Accessibility   Logo Design   Brand Management
Interviews   Surveys   User Testing   Journey Mapping
Project Management   Product Scoping
Time Management   Work From Home