Campbell Parsons

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Click here for Linkedin

SR. USER EXPERIENCE DESIGNER

Focused on creative and strategic thinking that helps teams figure out what to do and how to do it. Let's make it make sense.

WORK EXPERIENCE

Achievers — *Sr. User Experience Designer*

May 2024 - PRESENT

- Lead UX designer for HR tech solution within the marketing team.
- Partner cross functionally with product, engineering and marketing stakeholders to translate research insight and performance data into actionable design strategies.
- Conduct UX research and data driven design iterations to improve digital engagement and optimize user flows. Increased conversions and directly supported the sales development pipeline.
- Owned the full design process - from discovery and ideation to interactive concepting and high fidelity prototypes.

Freelance — *User Experience Designer*

September 2023 - PRESENT

- Lead UX design for a range of B2C, B2B, DtC and non-profit clients.
- Services include: UX design, UX research (heuristic audit, content strategy), Product and web design, and UX writing.

No Fixed Address Inc. — *User Experience Designer*

January 2019 - September 2023

- Led client workshops, usability testing, content audits and competitive analysis (Full web re-designs, product maintenance and product design)
- Translate customer data and insights into design decisions and opportunities that improve digital experiences.
- Agile design sprints with efficient and consistent communication across all required teams (Design, Account management, Developers, Analytics, Strategy as well as the Client and additional Stakeholders)

EDUCATION

Queens University

Hons. Bachelor of Arts - Sociology

Class of 2015

CERTIFICATIONS

Desque University

Web Accessibility Specialist (WAS) Certification, 2021

BrainStation

UX Design Certificate, 2018

AWARDS

Healthcare Digital Marketing Award - Website Based App
Novo-Nordisk OLA program. 2021

Atomic Award Winner - Immersive Reality
DFO x Minecraft Digital Experience, 2021

TOOLS AND SKILLS

Figma, Sketch, Invision, Axure RP, Contentful, Squarespace, Webflow, Drift, Qualified

Prototyping, usability testing, user research, SEO, CRM, wireframing, information architecture, web content accessibility compliance (WCAG 2.0 & 2.1), technical requirements gathering, functional annotations, design systems