

# CAMILLE HOWELL

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## CREATIVE DIRECTOR | EXPERIENTIAL MARKETING | CONSUMER STRATEGY

Executive brand strategist and creative leader with 15+ years of experience leading brand and product development, integrated campaigns, experiential storytelling, and audience engagement across enterprise organizations including Adobe, MetLife, Pearson, and GES. Proven track record building scalable brand systems and consumer experiences through cross-functional leadership, GTM strategy, UX research, and data-informed creative execution. Experienced aligning brand strategy with business growth, audience engagement, and revenue objectives while translating complex initiatives into high-impact narratives, digital experiences, and measurable adoption outcomes.

## CREATIVE LEADERSHIP HIGHLIGHTS

### Cross-functional creative leadership

Directed UX and product experience strategy for Adobe Substance 3D ecosystem, aligning marketing, product, and design systems to improve engagement by +20% and increase feature adoption across web experiences. [Read the case study >](#)

### Multi-channel campaign execution

Led end-to-end product launch execution and GTM storytelling for Adobe Illustrator Beta “Gen Expand” feature, shaping launch narrative, motion assets, and cross-channel activation to support feature adoption and product awareness. Featured at Adobe Max London 2025. [Read the case study >](#)

### Persona-driven experience development

UX research-based decision making, persona development, and cross-functional collaboration behind the Adobe motion graphics campaign. Proven executive stakeholder management via proactive problem-solving. [Read the case study >](#)

## EXPERIENCE

### Art Director ADOBE

4/2024 – Present  
San Francisco, CA (Remote)

- Directed visual and experiential brand strategy for Adobe Substance 3D ecosystem launches, aligning product, marketing, and UX teams to improve engagement and feature adoption across digital experiences.
- Led integrated GTM campaign execution for AI-enabled and 3D product experiences, increasing conversion rates by +30% through audience-focused storytelling and cross-channel activation.
- Defined cinematic visual direction and motion-driven campaign systems for major Adobe launches, improving creative efficiency and reducing revision cycles by 15%.
- Increased audience engagement +40% through interactive product experience strategy that transformed static brand experiences into immersive real-time environments.
- Partnered cross-functionally across product, marketing, and creative leadership teams to align campaign positioning, customer experience, and growth objectives.
- Applied behavioral analytics, A/B testing, and consumer engagement insights to optimize campaign performance and improve click-through rates by 18%.
- Led scalable campaign and creative systems supporting paid, owned, experiential, and product marketing channels.

### Lead UX Designer SERVICENOW

3/2024 – 4/2024  
New York, NY (Remote)

- Conducted platform-wide UX audits to identify opportunities for improved design and usability.
- Expedited development lifecycle, delivering project 30 days ahead of schedule.
- Built scalable brand systems ensuring consistent visual identity across multi-channel ecosystems.
- Developed high-fidelity Figma prototypes to engineering to ensure designs are feasible, scalable, and performant.

**UI / Product Designer**  
**METLIFE**

**3/2024 – 4/2024**  
**New York, NY (Remote)**

- Developed enterprise-wide visual systems improving consistency across 200+ customer-facing components and digital brand assets.
- Developed responsive prototypes reducing user friction by 40%.
- Led accessibility-focused design improvements strengthening usability and inclusive brand experiences across enterprise platforms.

**Design Specialist**  
**GES – Global Experience Specialists**

**3/2023 – Present**  
**Las Vegas, NV**

- Designed end-to-end wayfinding systems, reducing visitor navigation errors by 32% and improving average destination time by 18%.
- Supported live event visual execution including on-site graphics, signage, and branded environmental touchpoints.
- Designed high-volume print production files at scale for large-format output with near-zero prepress errors.
- Implemented ADA-compliant signage system with improved typography and contrast standards, increasing readability scores by 35% in user testing across diverse age groups.

**Senior Designer**  
**PEARSON EDUCATION**

**4/2011 – 1/2023**  
**Iowa City, IA**

- Led integrated B2B campaign development across digital, experiential, email, and live event channels supporting Pearson's global product portfolio.
- Developed scalable multi-channel content systems improving audience engagement and extending interaction time by 1.8x.
- Partnered cross-functionally with marketing and business stakeholders to align campaign execution with revenue and engagement goals.
- Directed visual storytelling systems across web, video, event, and digital marketing environments.
- Mentored and developed an 8-person creative team while enforcing brand standards, accessibility compliance, and operational consistency.

## EDUCATION

**BACHELOR OF FINE ART (BFA)**  
Art, Graphic Design

**University of Iowa, Iowa City, IA**

## CERTIFICATIONS

**Google Cloud Digital Leader Training Certificate, Google Cloud**

**5/2026**

**UX Design Professional Certificate, Google**

**7/2025**

**Accessibility Champion Program (ADA Compliance) – Scout Level 2, Pearson**

**4/2022**

## SKILLS

A/B Testing	Digital Design Systems	Live Experience Design
Adaptive Leadership	Event Marketing Strategy	Market Research
ADA & Accessibility Compliance	Environmental Design	Microsoft Office (Word, Excel, PowerPoint, SharePoint, Teams)
Adobe Creative Cloud (Acrobat, After Effects, Firefly, Illustrator, Photoshop, Premiere Pro)	Experiential Marketing	Motion-driven storytelling
Art Direction	Figma	Multi-Channel Creative Systems
Brand Strategy	Frame.io	Paid Media Strategy
Cross-Functional Leadership	Full-Funnel Marketing Strategy	Sponsorship Activation
Creative Concept Development	GTM Strategy	UX Research
Creative Leadership	High-Fidelity Prototypes	UX/UI Strategy
	High-Volume Campaign Assets	Visual Identity Systems
	Integrated Marketing	

## PROFESSIONAL AFFILIATIONS

Global Gaming Women – Nevada Chapter