

Camille Howell

Visual Design | UX Strategy | Campaign Leadership | XGD/EGD

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Strategic marketing and creative leader with 15+ years developing high-impact B2B campaigns, event marketing programs, and immersive brand experiences for global organizations including Adobe, Pearson, ServiceNow, and MetLife. Expert at translating complex products into compelling narratives across live events, digital platforms, and motion storytelling environments that drive measurable engagement and pipeline growth. Known for building scalable creative systems, leveraging AI-enhanced workflows, and leading cross-functional teams to deliver performance-driven marketing ecosystems aligned to enterprise business objectives. Combines design leadership with analytical rigor to create memorable brand experiences that influence decision makers and accelerate adoption.

CREATIVE LEADERSHIP HIGHLIGHTS

Marketing Strategy & Revenue Growth

Directed visual design and UX strategy for multiple Adobe.com experiences supporting the Substance 3D product suite, **improving engagement by 20%** and driving measurable marketing performance. [Read the case study >](#)

Campaign Strategy + Execution

Led the strategy behind Adobe Illustrator Beta Gen Expand feature launch, produced motion graphics for a promotional video featured at **Adobe MAX London**, supporting product launches and brand storytelling initiatives. [Read the case study >](#)

Cross-functional Collaboration

Redesigned over 200 UI components for MetLife platforms, **improving accessibility compliance** and increasing usability for visually impaired users. [Read the case study >](#)

EXPERIENCE

ADOBE

San Francisco, CA (Remote)

Art Director

4/2024-Present

- Defined and drove the design visual direction for major product launches, creating cinematic 3D renders, motion graphics, and campaign assets across concurrent marketing requests, reducing revision cycles by 15% through improved design clarity.
- Directed global creative campaigns across digital, social, email, web, and motion, increasing cross-channel engagement +20% on key product marketing campaigns.
- Partnered with stakeholders to align creative execution with business goals, campaign KPIs, and revenue targets.
- Improved marketing performance through A/B-tested campaign creative, increasing click-through rates 18% across paid and organic channels.
- Led cross-channel digital campaigns integrating paid media, lifecycle marketing, and conversion optimization, contributing to sustained growth of Adobe Substance 3D adoption.
- Converted complex data analytics into practical user behavior insights to iterate on campaign creative and targeting, supporting product adoption across enterprise creative audiences that resulting in an early churn decrease.
- Produced 40+ global campaign assets monthly including sizzle reels, feature promos, launch visuals, social content, and product storytelling experiences.
- Audited and simplified 120+ signage touchpoints, reducing cognitive load and improving first-time visitor task completion rate from 64% to 89%.

SERVICENOW

New York, NY (Remote)

Lead UX Designer

3/2024-4/2024

- Conducted platform-wide UX audits to identify opportunities for improved design and usability.
- Redesigned documentation experiences, increasing user retention by 30%.
- Implemented accessibility-focused design improvements increasing engagement for users with disabilities.
- Built scalable brand systems ensuring consistent visual identity across multi-channel marketing ecosystems.
- Lead end-to-end design across core areas internal interactive marketing documents. Provided high-fidelity Figma prototypes to engineering to ensure designs are feasible, scalable, and performant.

METLIFE**New York, NY (Remote)****UI Designer / Product Designer****11/2023-3/2024**

- Developed scalable design systems improving consistency across 200+ components and marketing assets.
- Developed responsive prototypes reducing user friction by 40%.
- Conducted stakeholder interviews and user research to inform product design strategy.

GES**Las Vegas, NV****Design Specialist****3/2023-Present**

- Concepted and executed immersive environmental and experiential graphics for 10K+ live events, activations, and branded spaces increasing audience engagement +27%.
- 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.
- Developed high-volume print production files 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

PEARSON**Iowa City, IA (Remote)****Senior Designer****2011-2023**

- Led and produced dynamic content systems adaptable across multiple formats including web, video, email, and live event environments supporting Pearson's global product portfolio.
- Integrated motion graphics and digital displays into physical environments, increasing content interaction rates by 40% and extending average engagement time by 1.8x
- Applied advanced typography, hierarchy, and layout systems to ensure consistent brand execution across all consumer touchpoints.
- Partnered with cross-functional teams to align event marketing with broader campaign and revenue objectives.
- Developed and executed integrated B2B marketing campaigns across digital, email, and event channels driving increased engagement and pipeline growth.
- Mentored and trained an 8-person design team on accessibility, brand standards, and creative workflows.

EDUCATION**BACHELOR OF FINE ART (BFA)**

Art, Graphic Design

University of Iowa, Iowa City, IA

SKILLS

A/B Testing	Creative Concept Development	High-volume campaign production
Adobe After Effects	Digital Design Systems	Microsoft Word, Excel, PowerPoint
Adobe Illustrator	Digital Product Design	Motion-driven storytelling
Adobe InDesign	Environmental Design	Multi-Channel Creative Systems
Adobe Photoshop	Figma	Paid Media Strategy & Optimization
Adobe Premiere Pro	Firefly	Sponsorship Activation
Art Direction	Frame.io	UX Research
Brand Storytelling	Full-Funnel Marketing Strategy	Visual Identity Systems
Cross-functional collaboration	High-Fidelity Prototypes	UX/UI Strategy

CERTIFICATIONS**UX Design Professional Certificate, Google****7/2025****Accessibility Champion Program (ADA Compliance) – Scout Level 2, Pearson****4/2022****HTML / CSS / JavaScript Certifications, Kirkwood CC****3/2013****PROFESSIONAL AFFILIATIONS**

Global Gaming Women – Nevada Chapter

Global Gaming Women Lean-In Circle