

Camille Howell

[linkedin.com/in/camille-howell](https://www.linkedin.com/in/camille-howell)

Portfolio: [camillehowell.com](https://www.camillehowell.com)

Senior UI UX Designer

Create Visually Stunning and High-Quality Designs that Drive Brand Awareness & Revenue

Innovative agency chameleon and hands-on, multitasking design professional with cross-functional organization, design, and leadership expertise. Demonstrates creative excellence in visual design and UX. A Strategic creative and collaborator who produces impactful campaigns and products from ideation to final output, including digital marketing, video production, motion graphics, UI libraries, accessibility, and packaging. Versatile leader adept at mentoring team members to meet tight deadlines, work within budget, and understand client needs while maintaining brand standards.

EXPERIENCE

Adobe

04/2024 - Present

Lead Web UX Designer, Marketing Campaigns (3D & AR)

Key Roles: UX/UI | Figma web page build | web ads | flyers | photoshop expertise | motion graphics

- Spearhead the end-to-end UX design process for the Adobe Substance 3D websites, ensuring a seamless and intuitive user experience, boosting website engagement and satisfaction by 20%.
- Led a successful redesign of 10+ adobe.com web pages, recognized by Francois Cottin, Adobe Sr. Director of Marketing, and Deepa Subramaniam, Adobe VP, Product Marketing, creating a cohesive and consistent user experience across the Adobe Substance 3D product suite.
- Optimized design workflows by introducing new UX tools and methodologies, including usability principles, user research methodologies and testing techniques, to the 3D & AR department, improving efficiency by 50%.
- Launched a robust A/B testing program that improved website conversion rates by 25%, setting a new standard for user interface optimization and a better understanding of the 3D customer.

ServiceNow

03/2024 - 04/2024

Lead UX Designer

Key Roles: UX Design | Figma documentation | Prototyping | UI Production

- Designed UI libraries and delivered a multi-platform documentation site on Figma to streamline navigation on the website, directly contributing to a 30% uptick in user retention.
- Implemented accessibility best practices in product design, which expanded market reach by making services more usable for individuals with disabilities.

MetLife

11/2023 - 03/2024

UI Designer

Key Roles: Interaction Design | Visual Design | Prototyping | Responsive and Adaptive Design | Documentation and Design Systems | UI Production design | Accessibility | UI/UX

- Contributed to achieving 100% Adobe XD to Figma migration at MetLife by collaborating with cross functional stakeholders to create and optimize all design assets and new documentation in Figma.
- Conducted user journey mapping and created wireframes and prototypes, which led to a 40% reduction in user-reported frustration points.
- Redesigned 200+ UI libraries for accessibility, leading to a 65% improvement in ease-of-use as reported by visually impaired users.

GES – Global Experience Specialist

05/2023 – 12/2024

Graphic Specialist

Key Roles: Graphic Design | Prepress Preparation | Project Management | Brand Quality Assurance

- Expert use of Adobe Creative Cloud (Illustrator, Photoshop, Acrobat, and InDesign) to design, edit, and proof digital files for reproduction on large or grand format digital printers, ensuring adherence to specifications and client requirements.

Pearson Education

04/2011 – 12/2022

Senior Designer

Key Roles: Event Design | Print and Digital marketing | Accessibility | Packaging | UI/UX | Campaign Design Lead | 2D animation | Post-Production Support | Motion Graphics | HTML emails | Web Design

- Led creative and art direction for events handling, rebuilding, and formatting digital media for varying final output destinations, preflight files, and quality check at all stages of production.
- Produced high-fidelity Figma prototypes to web developers for cohesive branding and successfully tested eCommerce target audience experience in Higher Ed B2B & B2C with \$6B potential revenue.
- Trained and mentored 8 design team members on graphics production processes and to integrate accessibility requirements across entire product lifecycle ensuring enhancement of key messages.

SKILLS

Design Tools: Adobe Creative Cloud (Photoshop, Illustrator, Substance 3D (Painter, Stager, Designer, Sampler), After Effects, Frame.io, Audition, Premiere Pro, InDesign), Sketch

User Research: User Interviews, Personas Development, Usability Testing, A/B Testing, Survey Design

Prototyping & Wireframing: Adobe XD, Figma, HTML, CSS, Responsive Design

Accessibility: Post-production captions, Screen reader file set-up, HTML5 structure, Accessibility checklist

Leadership: SMART goals, Thoughtful prioritization, Creative problem-solving, GTM Strategy, Art direction

Other Tools: JIRA, Asana, Trello, Slack, Microsoft Suite, SCRUM, Agile methodologies

EDUCATION

University of Iowa, BFA, Graphic Design

OTHER

Certifications: Accessibility Champion Program (Scout Level 2), UX Design Workshop (Ascend Training, Chicago), Javascript (Kirkwood Community College, Credential ID CCPS-1100-37761), CSS/HTML for Web Development (Kirkwood Community College, Credential ID CCWD-1300-37755)

Professional Affiliations: Global Gaming Women