

# Camille Howell

Director | Visual Design | UX/UI

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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

### Adobe Global Campaign Experiences

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](#) >

### Cross-functional Leadership

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](#) >

### Accessibility Design System Transformation

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

## SKILLS

Art Direction	Visual Identity Systems	Adobe Creative Cloud
Brand Storytelling	UX/UI Strategy	Adobe After Effects
Brand Development	Lean Six Sigma techniques	Adobe Premiere Pro
Cross-functional collaboration	UX Research	Adobe Photoshop
Creative Concept Development	Motion Graphics & Video	Adobe Illustrator
Campaign Key Art Development	Design Systems	Firefly
Digital Product Design	Accessibility Design	Claude
High-volume campaign production	Figma	
Motion-driven storytelling	Frame.io	

## EXPERIENCE

### ADOBE

San Francisco, CA

#### Art Director

4/2024–Present

- Directed global creative campaigns for Substance 3D, producing high-impact 3D marketing visuals and storytelling assets that increased cross-channel engagement 18% and contributed to a 15% lift in trial downloads.
- Led visual direction for major product launches, creating cinematic 3D renders, motion graphics, and campaign assets that boosted engagement 20% across web, social, and marketing channels.
- Partnered cross-functionally with product marketing, engineering, and studio teams to deliver cohesive brand experiences across digital ecosystems.
- Improved marketing performance through A/B-tested campaign creative, increasing click-through rates 18% across paid and organic channels, and beta test lead for Adobe Illustrator and Adobe Substance 3D Viewer.
- Delivered scalable campaign frameworks supporting product adoption across enterprise creative audiences.
- Produced 40+ campaign assets monthly including sizzle reels, feature promos, launch visuals, social content, and product storytelling experiences.

**SERVICENOW**  
**Lead UX Designer**

**New York, NY**  
**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.
- Collaborated with product and engineering teams to align UX strategy with enterprise platform standards.
- Integrated 3D and motion storytelling into product marketing experiences using Substance 3D, After Effects, and Figma prototypes.

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

**New York, NY**  
**11/2023–3/2024**

- Led redesign of 200+ UI components improving accessibility compliance and design consistency.
- Developed responsive prototypes reducing user friction by 40%.
- Conducted stakeholder interviews and user research to inform product design strategy.

**PEARSON**  
**Senior Designer**

**Iowa City, IA**  
**2011–2023**

- Led integrated marketing campaigns across web, video, email, and live event environments supporting Pearson's global product portfolio.
- Concepted and executed integrated marketing campaigns across web, email, video, event marketing, and print.
- Designed eCommerce and product experience prototypes supporting Pearson's \$6B global education business.
- Produced motion graphics, HTML email campaigns, promotional videos, and branded digital experiences.
- Mentored and trained an 8-person design team on accessibility, brand standards, and creative workflows.

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**EDUCATION**

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**BACHELORS OF FINE ART (BFA)**

Art, Graphic Design

University of Iowa, Iowa City, IA

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**CERTIFICATIONS**

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**UX Design Professional Certificate, Google**

**7/2025**

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

**7/2025**

**HTML / CSS / JavaScript Certifications, Kirkwood CC**

**3/2013**

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**PROFESSIONAL AFFILIATIONS**

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Global Gaming Women – Nevada Chapter

Global Gaming Women Lean-In Circle