

Cody Campbell

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EXPERIENCE

UX/UI Designer

April 2020 - Present

The Guac Group | Remote

- Designed end-to-end experiences catering to agency clients' specifications and needs in collaboration with other agency team members.
- Redesigned a local law firm website with other agency team members. Conducted secondary research, competitor research, created a style guide and mood board, and tested the website with the owner of the law firm.
- Created user personas, sketches, wireframes to conceptualize ideas and solutions and performed client presentations with successful results and feedback.

UX/UI Designer

July 2019 - Present

The Arc Creative | Reno, NV

- Conducted target market research to scope out industry competition and identify advantageous trends.
- Led brand launches, website designs, wireframing, and digital marketing campaigns for 6 local businesses.
- Managed clients' social media profiles and created more than 50 pieces of digital artwork that led to an increase in engagement of 30%.

Marketing Director

Sept. 2018 - Dec. 2020

MacLean Financial Group / MacLean Adventures | Reno, NV

- Spearheaded the redesign of the MFGB website by using competitive analysis and human-centered design practices.
- Designed and deployed online marketing campaigns using SEO, social media, and video advertisements with a Reach of over 10,000 people.
- Designed a set of 25-page travel itineraries that helped to generate a revenue of over \$150,000.

Marketing Assistant

June 2017 - Sept. 2018

Studio Benna | Reno, NV

- Created wireframes and mock-ups for email campaigns, social media content, and digital campaigns.
- Produced custom social media videos, along with a social media video campaign that saw an increase in page Likes by 35%.
- Designed and created 5 graphics to use for a digital billboard that was shown throughout the Reno, NV area.
- Measured the performance of the campaign through Facebook Ads, and optimized the campaign which resulted in an increase in views by 21%.

EDUCATION

University of Nevada, Reno | Bachelor of Science in Business Administration

May 2018

- GPA: 3.2/4.0
- *President*, American Marketing Association; *Treasurer*, American Advertising Federation

Griffith University |

June 2016

- Study Abroad Semester in Gold Coast, Australia

SKILLS

UX Design | Visual Design | Graphic Design | Information Architecture | Personas | Journey Mapping | Storyboarding | Rapid Prototyping | Wireframes | Heuristic Evaluation | iOS | Android | User Interviews | Usability Testing | Networking | Sketch | Figma | Adobe XD | InVision | Axure | Miro | Illustrator | Photoshop | After Effects | Premiere Pro | InDesign | Team Oriented | Organization |