

Kenadi Campbell
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EDUCATION

Midwestern State University - BS Computer Science (Aug 2014 - May 2018)
Google UX Design Professional Certificate (Nov 2021 - June 2022)
Master Figma Course Certificate (March 2024)

SKILLS

Advance in Figma, Adobe XD, and Balsalmiq
Proficient in Axure and Sketch
Advanced in wireframing and prototyping
Proficient in usability testing
Leadership: Teamwork/Collaboration

PROJECTS

My Health Hub (December 2022 - Present)

As the Associate Product Manager and UX Designer, I collaborate within a moderate-sized team to translate business requirements into actionable stories and tickets for developers. A key focus of my role involves designing and refining the "Submit a Claim" flow, enabling members to seamlessly submit claims information digitally through their insurance member portal accounts. This entails creating detailed mockups to enhance user experience and streamline the claims submission process.

Buddy Read (April 2022 - June 2022)

Designed an innovative app facilitating virtual book clubs, enabling global friends to connect and share literary experiences seamlessly. Led the design and development process of both the app and responsive website, employing usability testing, wireframing, and prototyping techniques to ensure optimal user experience. Additionally, designed and crafted a custom logo to enhance brand identity and recognition for the application.

Check-In (Jan 2018 - May 2018)

Collaborated within a tight-knit team of four to conceptualize and develop an innovative app aimed at streamlining attendance-taking processes for teachers and students. Contributed to all aspects of the project lifecycle, including designing the unique logo, crafting the app from inception to deployment, and conducting thorough usability testing, wireframing, and prototyping to ensure optimal functionality and user experience. Additionally, took charge of front-end development for the application. Presented the finalized app at the 2018 North Texas Area Student Conference, showcasing its effectiveness and impact on classroom efficiency.

WORK EXPERIENCE

WebTPA - Associate Product Manager - Irving, TX (Dec 2022 - Present)

- ★ Gather business requirements to inform product development strategies.
- ★ Lead UX/UI design initiatives for digital products utilizing requirements and process flows set forth by product managers and developers..
- ★ Foster client relations to address inquiries and enhance user experience.
- ★ Design high-fidelity mockups with detailed UI elements and interactions, providing precise guidance for front-end developers in the implementation phase.
- ★ Present design ideas to stakeholders
- ★ Receive and implement feedback from stakeholders regarding design features.
- ★ Maintain test accounts to ensure consistent and comprehensive testing data coverage.
- ★ Facilitate Scrum ceremonies, including backlog grooming, daily standup, and sprint planning.
- ★ Serve as a subject matter expert on HIPAA rules and regulations.
- ★ Translate business requirements into actionable stories, features, and epics.
- ★ Maintain and update backlog to align with evolving business needs.
- ★ Aid in regression testing after successful production launches

New York Life - Administrative Assistant - Plano, TX (Aug 2019 - Dec 2022)

- ★ Created documentation style spreadsheet for handling claimant returned payments to better search, locate and retrieve information for the organization
- ★ Works with claim managers and team members to ensure proper handling of returned payments
- ★ Constructed job aids to assist new and existing employees in performing data entry and correlating information

Graphic Design Consultant - P&S Management - Remote-Rowlett, TX (Jan 2019 - Feb 2019)

- ★ Collaborated closely with the company owner to conceptualize and develop a distinctive custom logo for a rental and property management firm.
- ★ Utilized creative design skills to translate client vision into a visually impactful logo design.
- ★ Managed the entire design process from initial concept discussions to final delivery, ensuring alignment with brand identity and client expectations.

Midwestern State University: Office of Student Development & Orientation

University Programming Board Cinema Chair - Wichita Falls, TX (Aug 2016 - May 2018)

- ★ Orchestrated movie events for the student body by curating selections based on student polls and suggestions, ensuring diverse and engaging programming.
- ★ Crafted visually appealing posters and social media content to effectively advertise movie events, enhancing attendance and engagement.
- ★ Facilitated weekly meetings with fellow chair members and organization members to brainstorm ideas, allocate tasks, and coordinate event logistics, fostering a collaborative and organized environment.

Midwestern State University: Admissions Office - Tour Guide - Wichita Falls, TX (Aug 2016 - May 2018)

- ★ Established and maintained excellent rapport with individuals and groups in a public setting, ensuring a welcoming and informative environment.
- ★ Conducted engaging and informative campus tours for both large and small groups of prospective students and their families, delivering a positive and memorable experience.
- ★ Demonstrated extensive knowledge of campus facilities, programs, and resources to effectively highlight the university's offerings and benefits to prospective students.

Nestle Tollhouse - Cookie Cake Decorator/Assistant Manager - Garland, TX (May 2016 - Aug 2017)

- ★ Applied artistic skills to design and decorate custom cookie cakes according to customer preferences and specifications, ensuring high-quality and visually appealing products.
- ★ Created visually enticing cookie cake displays for the showcase, attracting customer attention and driving sales.
- ★ Assumed assistant manager responsibilities, contributing to daily operations, inventory management, and customer service, ensuring smooth functioning of the store.