

Kenadi Campbell  
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## EDUCATION

Midwestern State University - BS Computer Science (Aug 2014 - May 2018)

## CERTIFICATIONS & TRAINING

Google UX Design Professional Certificate (Nov 2021 - June 2022)

Master Figma Course Certificate (March 2024)

## SKILLS & TOOLS

UX/UI Design: Wireframing, Prototyping, User Research, High-Fidelity Mockups, Usability Testing

Tools: Figma, Sketch, Adobe XD, InVision

Front-End Collaboration: HTML, CSS (basic understanding)

Methodologies: Agile, Scrum, Design Thinking

Accessibility & Compliance: WCAG, W3C Standards, Section 508

Soft Skills: Stakeholder Communication, Problem-Solving, Time Management, Critical Thinking

## WORK EXPERIENCE

WebTPA – UX Designer (Sole Designer) — Irving, TX | Feb 2024 – Present

- ★ Lead end-to-end UX/UI redesign of internal systems, modernizing legacy VB6 applications into updated Windows-based interfaces.
- ★ Create wireframes, prototypes, and high-fidelity mockups to visualize new workflows and improve usability across multiple internal teams.
- ★ Serve as the primary UX authority, defining design processes, standards, and workflows for cross-functional teams including engineering, product, and business stakeholders.
- ★ Partner with developers, team leads, and business stakeholders to align design solutions with technical constraints and business goals.
- ★ Advocate for accessibility and user-centered design principles, ensuring compliance with WCAG and Section 508 standards.
- ★ Conduct user research and usability testing to validate design decisions and optimize interface efficiency.
- ★ Present design concepts to cross-functional groups, gathering iterative feedback to drive design improvements.

WebTPA – Associate Product Manager/UX Designer — Irving, TX | Dec 2022 – Feb 2024

- ★ Collaborated with cross-functional teams to define product requirements and translate business needs into actionable development tasks.

- ★ Facilitated Agile ceremonies (daily standups, backlog grooming, sprint planning) to ensure timely delivery of product enhancements.
- ★ Partnered with UX and development teams to improve user flows and functionality across web-based platforms.
- ★ Maintained test accounts and performed regression testing to validate updates and ensure product stability.
- ★ Presented product updates and performance metrics to leadership and stakeholders, driving data-informed decisions.
- ★ Create wireframes, prototypes, and high-fidelity mockups to visualize new workflows and improve usability across multiple internal teams.

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

- ★ Developed a structured documentation system to track and retrieve claimant returned payments efficiently.
- ★ Assisted in process optimization, improving team workflows and efficiency.
- ★ Created training materials and job aids to support onboarding and skill development for employees.

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

- ★ Designed a custom brand logo for a rental and property management firm, aligning with client vision and brand identity.
- ★ Managed the entire design process from concept to final delivery, ensuring client satisfaction.