SYDNEY CAMPBELL

Sr. Product Designer

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hello@campbelldesign.co

EXPERIENCE

Gryd Digital Media Head of Product & Brand

Oct 2022- Present

- Set product and brand direction across a portfolio of 7 products serving 2.5M users, building 4-month roadmaps with executive leadership that supported $1.1M in year-over-year growth.
- Led product, design and engineering leads through competing priorities and tight timelines, keeping a steady pace of new feature releases each month.
- Used funnel, retention and adoption data to decide what to build next, and adjusted the roadmap as business priorities shifted.

Lead Designer, Product & Brand

- Led design across 6 products from discovery through launch, including The Studio, a new virtual tours platform that landed a $300k deal after launch.
- Designed an upsell feature that contributed to sustained monthly revenue growth.
- Worked with product and engineering to rework scoping and handoff, shortening ship cycles from ~5 months to under 8 weeks.

Sr. Web & Product Designer

- Redesigned core web and mobile flows for 460k users, cutting the main flow from 8 steps to 3, increasing booking completion by 12%.
- Built a 24-pattern component library that reduced design inconsistencies and shortened design-to-dev handoff.

Lindblom Creative Contract Web Designer & Developer

Mar 2021- Present

- Managed website projects from discovery through design, development and launch, turning client goals into responsive, conversion-focused sites in Figma, Webflow and WordPress.
- Built custom WordPress sites, HTML, CSS, JS and child themes, keeping plugin and maintenance overhead low.
- Created reusable templates and worked directly with clients to manage scope, trade-offs and budget.

DESIGN SKILLS

UX Research, UI Design, Web Design, Wireframing, Prototyping, AI-Assisted Prototyping, Usability Testing, Design Systems, Information Architecture, Responsive Design, Accessibility, Brand Design

SOFT SKILLS

Stakeholder Management, Requirements Gathering, Strategic Planning, Presentation, Interviewing, Project Management, Mentorship, Cross-Functional Leadership, Marketing Research

TOOLS

Design & Development

Figma, FigJam, Claude Design, Claude Code, Storybook, Adobe CS, Webflow, WordPress, Canva,

Management & Analytics

Jira, Confluence, GitHub, ClickUp, GA4, GTM, Google Search Console, Slack, Notion

EDUCATION

GRAPHIC DESIGN DIPLOMA WITH HONOURS

Apr 2021, Red River College, Winnipeg, MB, Canada

INTERMEDIATE UX DESIGN CERTIFICATE

Nov 2022, UX Academy, London, United Kingdom