

David Campana

Senior UX/UI Designer

Critical thinker and problem solver who crafts intuitive, high-impact experiences that challenge the status quo.

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Experience

Upwork, New York, USA: Lead UX Designer (C) | 5/2024 - 10/2024

Designed & implemented an MVP enterprise membership experience that increased engagement by 12%, with a projected 25% post-launch improvement.

Managed multiple cross-functional teams, aligning design with business goals and technical feasibility.

Verizon, New York, USA: Lead UX Designer (C) | 10/2021 - 4/2024

Developed new design system incorporating updated visual identity. Led implementation and ensured consistent execution across multiple business units.

Led stakeholder collaboration for redesigned customer registration UX, increasing engagement by 20% within six months post-MVP.

National Grid, New York, USA: Senior UX Designer (FT) | 5/2021 - 10/2021

Designed an AI-powered vegetation management platform, using satellite imagery to predict hazards. Implementation drove 12% cost savings and 16% reliability increase.

Championed cross-functional design adoption, gaining buy-in from stakeholders

Apple, Cupertino, USA: Senior UX Designer (C) | 5/2019 - 5/2020

Led the design of a groundbreaking drawing management system, streamlining workflows for Apple's Marcom team.

Improved project completion speed by 10%, reducing costs by 5%.

WeWork, San Francisco, USA: UX Designer (FT) | 3/2018 - 5/2019

Developed internal tools for 6k+ staff, improving operational efficiency by 10%.

Optimized workflows, leading to a 15% cost reduction across projects.

Closely collaborated with stakeholders, ensuring design alignment.

Architecture Firms, London, New York, San Francisco: Architect | 2007 - 2018

Designed and managed projects in London, New York, and San Francisco for Saks, Google, WeWork, Cartier, Adidas, BlackRock, & Diesel

Education + Certifications

User Experience Design: Springboard Certification

700 hour course focused on UX methodologies, research, analysis, and projects.

Bachelor of Science in Architecture: University of Cincinnati

Architectural program with integrated internships. Graduated in top 10% of class.

Thought Leadership & Volunteering

I created "[Level^Up](#)", a YouTube channel focused on UX Design with 15k+ views.

I am a top 1% mentor on [ADPList](#), and have coached over 200 UX Designers.

Tools

UX & Product Design

Design systems,
Wireframing, Prototyping,
Interface Design, User
Flows, Interaction Design,

Research & Strategy

Usability Testing,
Multivariate Testing
Research Strategy,
Persona Development
Service Design,
Information Architecture

Leadership & Collaboration

Workshop Facilitation,
Stakeholder Alignment
Cross-functional
Collaboration, Mentorship
Prioritization, Agile
Methodologies

Emerging Tech & AI

AI, Machine Learning,
Large Language Models

Skills

Design & Prototyping

Figma, Sketch, Adobe XD,
InVision

Research & Testing

UserTesting, Maze,
Glassbox

Project & Collaboration

Jira, Trello, Asana, Monday

Visual & Content Tools

Adobe Photoshop,
Illustrator, InDesign,
Premiere