

Russ Campbell

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russ.work

Graduated with a Bachelor of Arts (B.A.), Dec 2004

Graphic Design with a Minor in PR Advertising
Union University, Jackson TN

Expertise

Product Design	UI / UX Design
User Research	Front-end Code
Prototyping	Branding
Design Systems	Animation

Software

Framer	Photoshop
Adobe XD	Illustrator
Sketch	Linear / Git
After Effects	Amplitude

Development

React / Angular
Javascript (16+ years)
HTML / CSS
Objective C / Swift

Design Director / Product Owner

Nudge Coach, Remote 2020 - Present

I pitched a major pivot of our product which led to substantial growth for our company moving from a simple habit tracking app to a highly customizable program delivery platform enabling coaches, educators, wellness professionals, and training services to launch a fully branded app without hiring developers.

I led our product team in all design efforts and established a design system which shared code with production through a private node package. As Product Owner I led bi-weekly scrums and met regularly with our CEO, sales team, marketing director, customer service team, and customers to maintain a product roadmap that best represented our collective goals.

Design Director

Salveo Diagnostics, Remote 2019 - 2020

Led the design of our new direct to consumer testing kit experience creating user flows, app prototypes, and packaging design. Created a new logo, style guide, and design system. Redesigned the lab ordering and billing process.

UI / UX Director

Nudge Coach, Remote 2012 - 2018

As founding product designer I led our product team through the launch of our web and mobile applications. I developed a cohesive product vision through wireframes, prototypes and mockups. I helped code the front-end of every major release.

Freelance Design Consultant

Nashville, TN 2011 - 2012

Prototyped multiple new products for ICA. Led the redesign of websites for Gordon Biersch, Old Chicago, Rock Bottom Brewery, and Chattanooga.gov. Helped design the app UI for the Helo TC bluetooth helicopter for Griffin.

Senior UI Designer

ICA, Nashville, TN 2010 - May 2011

Led the UI, UX and front-end development of ICA's EHR and HIE software, improving usability and simplifying complex systems. Collaborated with our marketing to brand our suite of products under a cohesive vision.

Lead Interactive Designer

Gibson Guitar Corporation, Nashville, TN 2007 - 2009

Redesigned Gibson.com, USA, Lifestyle, and Gear websites. Created microsites for the Robot Guitar and Slash signature models. Led a team of junior designers and was selected to join the marketing team reporting directly to the CEO.