

Camryn Kennedy

UX | UI Designer + Web Strategist

Creating intuitive digital experiences through strategy, empathy, and design.

camrynkennedy.design | Camryn.kennedy98.ck@gmail.com | 719-213-6620 | linkedin.com/in/camrynkennedy

Experience

S-5!

Lead UX Designer + Web Strategist (May 2022 - Present)

- Developed a multi-faceted Solar Array Calculator from concept to deployment, including a standard version and an advanced feature set tailored for a highly technical engineering audience. Reducing support tickets by 30% in the first 2 months of deployment.
- Architected and designed a file storage and distribution platform tailored for B2B distributors, enabling scalable access to thousands of technical and marketing documents.
- Designed a Snow Retention Calculator supporting 22,000+ monthly users, increasing lead conversions by 30%.
- Led the design and strategy of an e-commerce platform serving 1,350+ products. Delivered distinct UX paths for end-users, admins, and engineers.
- Designed and launched S-5! University, an online LMS built from concept to deployment. Delivered a fully responsive platform with a 70% course completion rate.
- Championed UX processes across departments, promoting research-driven, scalable design solutions for both mobile (ios) and desktop.

Servnology (ICM)

Lead UX Designer (Jan 2020 - Feb 2022)

- Redesigned and scaled a mobile ticketing platform from the ground up, enabling end-users and internal teams to create, track, and manage maintenance requests in real time.
- Tailored user experiences across multiple roles, including field technicians, administrators, and clients, ensuring workflows met both operational and reporting needs.
- Boosted usability and system confidence, increasing the System Usability Scale (SUS) score by 34.8%, from 51.13 to 85.93 through iterative testing and cross-functional feedback loops.
- Delivered fully prototyped, high-fidelity designs in Figma, aligning tightly with engineering sprints and stakeholder feedback.
- Introduced design documentation and style consistency, streamlining future updates and onboarding of new dev's team members

City of Seattle – Innovation & Performance

UX Lead (Mar 2021 – Jul 2021)

- Directed UX efforts for the redesign of a 30-screen desktop Youth Portal prototype presented to and implemented by the Mayor's office.
- Increased SUS score from 52% to 75.5% through iterative testing and stakeholder engagement.
- Conducted user and stakeholder interviews, created affinity maps, journey maps, and detailed wireframes.

Skills

User Experience (UX) Design
User Interface (UI) Design
Interaction Design
Responsive Design
Accessibility
User Research
User Interviews
Personas
Affinity Diagramming
Storyboarding
Card Sorting
Customer Journey Mapping
User Flows
Information Architecture
Design Systems
Color Theory
Micro animation
Wire-framing
Prototyping
Usability Testing

Tools

Figma
Sketch
Adobe Creative Suite (XD, Illustrator, InDesign, photoshop)
HTML
CSS
Wordpress
Drupal
Miro
Monday.com
HubSpot
Netsuite

Education

General Assembly, Seattle

UX DESIGN IMMERSIVE
BOOTCAMP CERTIFICATE
Jan 2020

Full time UX design program that included 400+ hours of professional training focused on user-centered design methods.

Harvard: CS50

Introduction to Computer Science
CERTIFICATE
October 2024

Hubspot Academy

SEO CERTIFICATE
Jun 2023