

Camryn Kennedy

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Summary

Senior Product Designer with 6+ years of experience designing complex B2B SaaS and workflow-driven platforms in fast-moving, ambiguous environments. Experienced in translating emerging technologies and high-constraint requirements into intuitive, trustworthy user experiences that balance business goals, systems-driven technologies, and human needs

Actively integrating AI into design workflows for research synthesis, rapid prototyping, UX exploration, content generation, and systems thinking. Passionate about shaping human-AI interaction patterns, designing for trust and clarity, and creating scalable experiences that help people think, collaborate, and work more effectively.

Core Skills

UX Strategy, Design Leadership, Design Systems & Governance, Accessibility (WCAG, Section 508-aligned), Responsive Design, Interaction Design, User Research, User Interviews, Personas, User Flows, Journey Mapping, Information Architecture, Wireframing, Prototyping, Usability Testing, QA, Functional Testing & UAT, Project Management, Agile Workflows, B2B Strategy, Cross Functional Team Leadership, Workshop Facilitation.

Tools

Figma, FigJam, Sketch, Adobe Creative Suite (XD, Illustrator, Photoshop), Claude, Maze, Hotjar, Microsoft Clarity, Lucky Orange, Google Analytics, Jira, Monday.com, Notion, Miro, WordPress, Drupal, Shopify, Salesforce, HubSpot, NetSuite, HTML, CSS, Em-dash

AI-Integrated Design Practice

- Use AI-assisted workflows for rapid ideation, research synthesis, UX writing, prototyping, journey mapping, and usability analysis
- Prototype concepts and interaction flows using AI coding and generative tools
- Leverage AI tools to accelerate iteration cycles, explore interaction models, and validate concepts quickly
- Explore emerging patterns in human-AI collaboration, conversational UX, and intelligent workflow design
- Comfortable designing in ambiguous, fast-evolving product spaces with evolving technical capabilities

Experience

S-5! – Sr. Product Designer + Web Strategist

| May 2022 – Present | Hybrid

- Served as the primary UX authority across product initiatives, ensuring alignment to design standards and long-term system consistency.
- Directed zero-to-one design and coded/functional prototyping of customer-facing tools (Solar Array Calculators, S-5-University), translating complex technical logic into clear, trustworthy experiences. Drove 30% fewer support requests and 70%+ course completion rates

- Defined and scaled an adaptive design system from the ground up, ensuring consistency, accessibility (WCAG), and usability across web, mobile, and multi-product platforms.
- Aligned engineering and product teams in fast-paced Agile environments, balancing technical architecture with rapid deployment and continuous user iteration cycles.
- Established UX patterns and standards that guided product development and improved cross-platform consistency
- Advocated for clarity and accessibility through documentation, workshops, and internal alignment, elevating UX practices across teams
- Mentored cross-functional partners on UX principles, accessibility, and systems thinking, strengthening a user-centered culture

Servnology (ICM) – Lead Product Designer

| Jan 2020 – Feb 2022 | Remote

- Directed UX strategy for a mobile ticketing platform, translating complex operational data into intuitive, transparent user experiences that improved usability metrics by 34.8%
- Drove iterative research cycles (interviews, prototypes, usability testing) to identify friction points and improve adoption across a high-usage platform
- Owned the full product design lifecycle within Agile delivery, collaborating closely with PMs and engineers to support continuous iteration and delivery

City of Seattle – Innovation & Performance – UX Lead (Contract) | Mar 2021 – Jul 2021 | Remote

- Directed end-to-end redesign of a 30-screen platform, rethinking foundational navigation primitives and introducing inclusive IA to improve trust and increase SUS scores by 23%.
- Facilitated cross-departmental alignment, ensuring design decisions supported accessibility, clarity, and policy-driven user needs

Education

UX AI Product Strategy Nielsen Norman Group | 2026

- Focused on advanced methodologies for integrating artificial intelligence into digital products, shaping human-AI interaction patterns, and designing for user trust and model transparency.
- Evaluated emerging UX paradigms for generative AI, conversational user interfaces, and complex, intelligent automation workflows.

UX leader Certification Nielsen Norman Group | 2026

- Specialized in aligning UX design metrics with overarching business strategy, engineering feasibility, and product development lifecycles and leading high-velocity, cross-functional product teams.

CS50 Harvard Introduction to Computer Science | 2025

- Completed intensive coursework covering foundational computer science principles, algorithmic thinking, data structures, and memory management, bridging the gap between design complexity and engineering feasibility.

General Assembly, Seattle – UX Design Immersive | 2020

- 400+ hours of training in user-centered design, product requirements, and Agile workflows