



# Cami Dodson

Lead Product Designer

camille.dodson@gmail.com

M: 916.627.0761

[www.supercami.com](http://www.supercami.com)

[linkedin.com/in/camidodson/](https://www.linkedin.com/in/camidodson/)

Highly motivated UX design and research lead. Focus areas are web, mobile, and new technologies with collaborative workshops, mentoring, and user research. Inspiring corporate companies and startups alike in B2C, B2B, and e-commerce by increasing growth, satisfaction and retention. Passion and intellectual curiosity for solving complex problems.

## Skills

### UX Lead

### Mentor & Coach

### Design Thinking

Design Workshops

Workflows

Wireframes

Prototypes

Journey Mapping

Accessibility WCAG 2.0

### User Research

### Usability Testing

### Personas

Metrics Analysis

User Interviews

Mental Models

User Surveys

Ethnographic Research

Empathy Mapping

iOS & Android Native

Responsive Web

Sketch, InVision

Adobe Creative Cloud

DB Queries, Tableau

HTML, CSS, JavaScript

3D Printing, Arduino

Hardware, Electronics

Artist, Illustrator

## Product Design Lead – Cvent

Portland, OR, 2014 - 2018

Manager and lead of UX team responsible for CrowdCompass - an event planner's highly customizable mobile app used by conference attendees. The #1 best-selling iOS & Android B2B solution for events. Drove our 30%-45% annual growth rate with millions of users.

- Cut client services call times in half, launched a full redesign with zero customer disruption, and drove a 116% increase in login rates tied to \$3.3M in saved accounts
- Directly managed four designers and mentored QE and marketing IC's transitioning to UX
- Collaborated with and presented to CTO, VP's, Directors and Architects
- Founding member of Cvent's UX global leadership team - driving department growth, platform design strategies and UX standards for all of Cvent's enterprise SaaS portfolio
- Created user journey maps, personas, flow diagrams, wireframes and prototypes
- "Voice of the user" - led research across thousands of users and 80+ research projects
- Accessibility co-lead - kicked off and drove WCAG 2.0 compliance initiatives

## Senior UX Designer & Researcher – ikeGPS

New Zealand, 2014

**Spike** (iOS/Android) - the world's first laser accurate Smartphone measurement device.

- Partnered with CEO, product management and engineers
- Created company best practices and process for UX
- User researcher with biweekly user testing sessions in the field, with video & presentation
- Design for both iOS/Android and physical device attachment in fabrication studio

## Product Manager - PikPok

New Zealand, 2012 - 2014

**Robot Unicorn Attack 2** (iOS/Android)

**Halos Fun** (iOS/Android)

**DreamWorks Dash n Drop** (iOS/Android)

**Two Unannounced Titles**

Led fast paced mobile app development teams. Supervised concurrent projects, maintained budgets, and led continual live updates and changing resources. International client liaison. Responsible for multilingual titles with over 14 million users, achieving #1 in the App Store. Maintained revenue streams from e-commerce in-app purchases and advertising.

- Hit business goals and revenue targets
- Launched all games on schedule and on/under budget - a first for the company
- Negotiated client contract renewals
- Liaison with Adult Swim & DreamWorks producers
- Managed concurrent teams and products
- Reduced staff's crunch time and burnout

## Senior UX Designer - LEGO/NetDevil

Colorado, 2007 - 2011

**LEGO Universe** – Massively Multiplayer Online Game for PC/Mac

The LEGO Universe MMO had 130+ developers and a live service supporting 2 million players.

- Led the UI team to create a fun yet sophisticated interface for a fully featured kids' game
- Worked with international clients in Europe and traveled for collaboration/user testing

## Additional Experience

Principal Design & Research  
2011 – 2014

SuperCami Consulting

- Gamification consulting
- Project Jigsaw, iOS/Android social app
- Wits & Wagers, iOS/Android game
- Designer & programmer of over 30 indie games, animations, & FX
- HTML, CSS, JavaScript, jQuery, C++

Design & Research  
2001 - 2002  
2005 - 2007

L3D and Craft  
Technology Lab

- User research, wireframes, UI design
- 3D Printing, laser cutting, e-textiles
- Teaching Assistant

## Education

B.S. Computer Science, Engineering Certificate, Technology, Arts & Media

University of Colorado, 2007  
University of Colorado, 2007

## Achievements

Co-Creator Makerspace Time, Present  
Presenter – Women Who Code, 2015  
Presenter – TePapa Game Masters, NZ, 2013  
Presenter – PikPok Developers Con, NZ, 2012  
Presenter - LEGO – San Diego Comic-Con, 2010

Leader – Women's Group at LEGO, 2011  
Engineering Dean's List, 2006-'07  
Engineering Expo Award – BioKid Game, 2007  
Engineering Excellence Funding for GDC, 2007  
IGDA Scholar – International Winner, 2007