

# Cami Farley

Lead UX Designer/Researcher

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Highly motivated lead product designer and researcher with 13+ years of experience. Infuses a passion for building products that solve real human problems. Strategically balances the needs of the business, users and technology. Designing for IoT, hardware + software, 3D, mobile and web. Utilizes collaborative workshops, user centered design, and a broad, deep skill set. Experience in video games, enterprise B2B and consumer products. Proactive problem solver with a love of learning.

## Skills

### UX Design

Design Thinking  
Design Workshops  
Site Mapping, Flows  
Wireframes  
Prototypes  
Mockups  
Accessibility WCAG 2.0

### Product Management

Team Lead  
Budgets/Proposals  
Client Liaison  
**User Research**  
Usability Testing  
User Interviews  
Storyboarding

### Technology

Sketch, Invision  
Adobe Creative Cloud  
Tinkercad 3D  
Prototyping Tools (various)  
iOS & Android Native  
Responsive Web  
Unity, AR

## Lead UX Designer/Researcher – Concept Lab

Portland, OR, 2018 - Present

Exploring new technologies including AR, IoT, Unity, 3D printing, and robotics

- Partner with clients to understand, ideate, and solve their business needs
- Facilitate design workshops, run design sprints, give presentations to business owners, and lead product vision/UX design
- Conduct customer/user research, usability testing, and stakeholder and user interviews
- Prototyping in Unity, Xcode, proto.io, e-textiles, and microcontrollers
- **Daimler** – Detroit Connect IoT, transforming live sensor data from thousands of semi-trucks into actionable/predictive insights for fleet managers and their service centers
- **Unannounced Client** (via Metal Toad) – mobile app for controlling heavy-duty motorized hardware via Bluetooth
- **ikeGPS** – mobile app for controlling laser measurement device via Bluetooth

## Product Design Lead/Manager – Cvent

Portland, OR, 2014 - 2018

UX leader of CrowdCompass mobile app and Event Center website. Enterprise solutions for conferences and events. Drove 30%-45% annual growth rate with millions of users.

- Led cross-product UX, new user registration and onboarding, site navigation, modern design style upgrades, error prevention and recovery, and gamification feature
- Drove ongoing user research interviews, analytics, and usability testing
- Managed a team of designers where we launched a full redesign with minimal customer disruption and drove 116% increase in login rates tied to \$3.3M in revenue

## Product Manager - PikPok

New Zealand, 2012 – 2014

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

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

**Halos Fun** (iOS/Android)

**Two Unannounced Titles**

Led fast paced mobile app development teams. Responsible for games with over 14 million downloads, achieving #1 and Editors Choice in the App Store.

- Hit business goals and revenue targets
- Negotiated with clients on timelines, budgets and contract renewals
- Initiated new processes to deliver on time and on budget
- Regularly presented to stakeholders
- Liaison with Adult Swim, DreamWorks, and other clients
- Managed concurrent projects and teams with 3D artists, engineers, and sound designers
- Monetization and onboarding design

## Senior UX Designer - LEGO/NetDevil

Colorado, 2007 - 2011

**LEGO Universe** – Massively Multiplayer Online Game for PC/Mac with 2 million users. 3D action adventure game with brick building experiences.

- Partnered with artists and programmers to create a fun, easy to use experience while solving for the sophisticated needs of a massively multiplayer online game
- Responsible for four different build-experiences including character create, brick-by-brick building and modular building for rockets, cars, and castles
- Additional design projects included onboarding, player heads up display (inventory, action bar, health, mini-map), 3D attached UI, and controls for movement, camera, and weapons
- Designed flows, wireframes, prototypes, layouts, and specification documents
- Additional responsibilities included leading localization efforts, being liaison to an external partner, Unity game prototyping, and presenting to LEGO, including their Executive VP.

## Education

B.S. Computer Science, Engineering  
Certificate, Technology, Arts & Media  
Certificate, IDEO Insights for Innovation

University of Colorado, 2007  
University of Colorado, 2007  
IDEO, 2018

## Achievements

Leader – Creative Maker Time, Present  
Presenter – Women Who Code, 2015  
Presenter – TePapa Game Masters, NZ, 2013

Leader – Women's Group at LEGO, 2011  
Leader – Game Developers Club, 2005 - 2007  
Engineering Award – Biofeedback Game, 2007