

Cami Farley

Lead UX Designer/Researcher

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Highly motivated product design and research lead with 14 years of experience. Passionate team player, building products that solve real human problems. Strategically balancing the business, users, and technology. Collaboratively creates UX processes that suit the business. Designing websites, iOS/Android native apps, and integrated hardware for Enterprise B2B, consumer and e-commerce products. Proactive problem solver with a love for learning.

Skills

UX Design

Design Thinking
Design Workshops
Site Maps, Flows
Wireframes, Mockups
Accessibility WCAG 2.0

User Research

Usability Testing
User Interviews
Metrics Analysis
User Surveys
Personas, Journeys

Technology

Responsive Web
iOS & Android Native
Sketch, InVision, Adobe
Google Analytics, Tableau
Prototyping Tools (various)

UX Design Lead – Daimler (contractor)

Portland, OR, 2018 - Present

Responsible for fleet management B2B software *Detroit Connect Portal* - an IoT product for connected Freightliner semitrucks and fleet managers. Transforming live sensor data into actionable insights for safety, efficiency, and maintenance.

- Projects including notifications, fault code management, vehicle management, safety events, and a service blueprint for registration / renewals
- Responsible for flows, wireframes, prototyping, synthesizing insights from customer services and developing user research processes for the Telematics group
- Promoting UX strategy, design thinking, workshops, UX backlog / prioritization, and Sketch library for shareable style guide

UX Lead – Metal Toad (contractor)

Portland, OR, 2018 – Present

UX lead on multiple client projects, both involving iOS & Android native apps, Bluetooth modules, and integrated hardware devices.

- End to end design - workflows, sitemap, storyboards, wireframes, prototypes, user research, UI style guide, illustrations and icons
- Facilitating UX workshops including user journey mapping, research affinity mapping, creativity matrix, round robin and more
- Running design sprints with user input in each iteration, driving design thinking methodology

Product Design Lead/Manager – Cvent

Portland, OR, 2014 - 2018

UX leader of CrowdCompass mobile app and EventCenter website. Enterprise SAAS business solutions for conferences and events. #1 best-selling iOS & Android B2B solution for events.

- Led the design team that launched a full redesign with minimal customer disruption, drove 116% increase in login rates tied to \$3.3M in revenue, and annually grew userbase 40%
- Founding member of company’s global UX leadership team - supporting design sprints, running our UX booth at conferences, defining best practices, process and resourcing
- Drove ongoing user research interviews, analytics, and usability testing
- Led projects for user customization, gamification, social engagement, and integrations
- Led workshops and created site maps, flows, wireframes and prototypes

Senior UX Designer & Researcher – ikeGPS

New Zealand, 2014

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

- Biweekly user testing sessions in the field, with video & presentation
- Created mockups and prototypes for Bluetooth connected device

Product Manager - PikPok

New Zealand, 2012 - 2014

Led multiple fast paced mobile app development teams. Responsible for games with over 14 million users, achieving #1 in the App Store with an Editor’s Choice award.

- Negotiated and delivered to client timelines, budgets and contract renewals
- Liaison with Cartoon Network, DreamWorks & marketing agencies

Senior UX Designer - LEGO/NetDevil

Colorado, 2007 - 2011

LEGO Universe – Massively Multiplayer Online Game for PC/Mac with 2 million users

- Designed flows, wireframes, prototypes, layout, specification documents, and research

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

Organizer – Creative Maker Time, 2018 - present
Presenter – Women Who Code, 2015
Presenter – TePapa Game Masters, NZ, 2013

Winner – Apple Editor’s Choice Award, 2013
Leader – Women’s Group at LEGO, 2011
Leader – Game Developers Club, 2005 - 2007