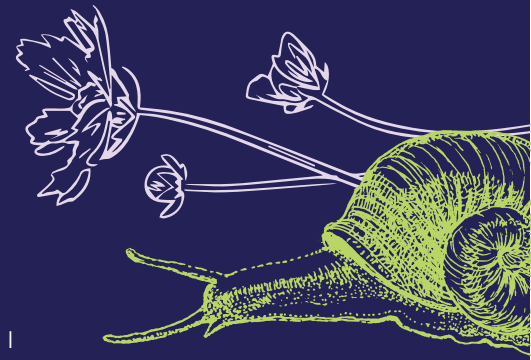# Howdy, I'm Camille.

I bring a decade of diverse digital design experience, having worked as a freelancer and excelled as a UI/UX Lead in agency and in-house environments. My forte lies in empathizing with users, a skill I consider pivotal in my role. Passion fuels my work, and I thrive within collaborative, dynamic teams.

Experience

Skyhook Interactive, Remote — *Art Director*
Apr 2021 - Jan 2024

Led and supported the strategic and creative direction for the deployment of responsive marketing websites. Including client work-shopping and training, working closely with development team and vendors, and producing high quality prototypes and web assets for production.
- Directed client workshops to shape web branding, style guides and design systems, followed by post-launch training sessions on completed sites.
- Led responsive UI/UX design direction and created high-fidelity prototypes from content outlines and wireframes for over 50 marketing website projects.
- Assumed leadership as the primary designer for our team of 5 contract designers, keeping projects on track and supporting as needed.
- Built responsive WordPress sites using Elementor, customized CSS elements, and enhanced CMS capabilities using ACF, Custom Post Types, and dynamic templates.

Moonlit Media, Remote — *Lead Designer, Illustrator*
Aug 2015 - Current

Managed projects for junior designers, providing feedback and mentorship, led creative direction for branding, illustration and web projects. Using client provided data I created content strategy and responsive web architecture leading to fully functional wireframes for development.
- Created wireframes for marketing and e-commerce sites leading to high-fidelity prototypes in line with established web styles and brand for over 30 clients.
- Crafted hundreds of custom logos and intricate illustrations across diverse industries, establishing brand identities and a solid marketing foundation for clients.

U-Haul International, Phoenix, AZ — *UI/UX Designer*
May 2014 - Jul 2020

Supported the goals of the business units and the needs of the development teams while improving user experience through UI/UX research, wireframing, prototyping, and asset create over a vast number of projects.
- Designed responsive web mock-ups,home page/redesigns, app screens, user dashboard and portals in an agile environment across various business units..
- Conducted comprehensive UI/UX research, wrote and designed 5-10 research documents studies leading to effective UX solutions and user experiences..
- Produced and iterated on prototypes from wireframes for complicated processes and designs, while also crafting info-graphics, icon systems, and web assets for internal use.

Guilty343, Remote — *Freelance Digital Designer*
Jan 2015 - April 2021

Networked and managed small clients and projects, including art commissions, responsive web design and development and branding.
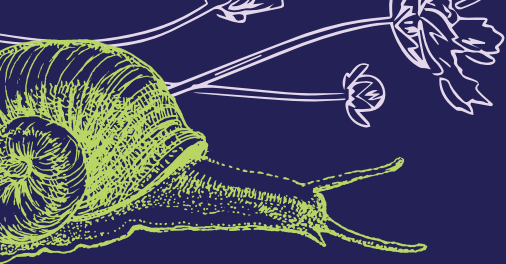- Created logos, branding materials, and t-shirt designs for local businesses and YouTube channels.
- Designed and developed 5 WordPress marketing and e-commerce sites for clients such as El Paso Baptist Clinic and Tartopper.com increasing donations by over 50% and orders by 100% respectively.
- Produced commissioned paintings, pet portraits, and digital prints.

Education

DeVry University, AZ — *BS Multimedia Design & Development*
Graduated 2014

Volunteer & Mentorship

HOSA/Samsung Innovation, Mountwood HS — *Brand & UI/ UX Design*

Jan 2023- Feb 2023

Led students through a realistic client/designer experience to create a logo and brand for their innovation Hormaglow. Worked with students to workshop user flows for their app Hormaglow. Created app screens for use in their presentation for nationals.

HOSA/Samsung Innovation, Mountwood HS — *Mock Judge, Graphic & Motion Design*

Jan 2024- Feb 2024

Judged and provided clear and helpful feedback to teams to improve their visual aids, and presentation skills. Through sudent led feedback, created a logo for their innovation DermaBubble. Led students to through the video process, aiding with script writing, shot lists, and video and audio editing.

Software + Apps

Mac + Windows

Figma

Adobe CC
Photoshop, Illustrator, XD, After Effects

WordPress
Blocks, Divi, Elementor, Advanced Custom Fields

Front End Dev
CSS, HTML, Tailwind

Workspaces
Google, Microsoft 365, Apple

Skills

Concept Sketching	User Research
Illustration	Interaction & Interface Design
Iconography	Responsive Design
Digital Art	Systems & Patterns
Color Sense	App Design
Typography	Development Hand-off
Photography	Photo Editing
Front-End Development	Storyboarding
Design Thinking	Art Direction
Product Management	Wireframing & Prototyping
Card Sorting	Human Computer Interaction

Get in touch.

El Paso, TX

(915)843-6291

camedi343@gmail.com

See my work at guilty343.com