

Cami Farley

UX Manager • Designer • Researcher
Seattle, WA

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Collaborative product designer and manager with 17+ years of experience solving problems with innovative technologies. Leader in design strategy and user-first culture. Experience creating medical technology, hardware & software products, AR/VR, IoT, mobile apps, large TV displays, video games, and websites. Clients include LEGO, Sony, Cartoon Network, and DreamWorks.

EDUCATION

BACHELORS OF SCIENCE

Computer Science
University of Colorado
Boulder, CO

CERTIFICATES

Technology, Arts, and Media
Agile/Scrum Training
IDEO Insights for Innovation
DigiPen Video Game Course

DESIGN SKILLS

Design Thinking & Strategy
Site Maps, IA, User Flows
Wireframes, UI, Mockups,
Prototypes, Style Guides,
AR/VR, Accessibility WCAG

USER RESEARCH SKILLS

Usability Testing
User Interviews
Observational Studies
Ethnographic Research
Analytics
Personas
Journey Maps

TECHNOLOGIES

Figma, Miro, Unity
Sketch, InVision, Proto.io
Adobe CC, Zeplin
Tinkercad 3D,
Jira, Confluence

Senior Manager, User Experience

Seattle, WA 2020 - Present

Proprio Vision

- Medical device startup enabling surgical navigation with Light Field technology and a Mixed Reality experience
- IEC 62304 Compliant, Class II Device with FDA 510k clearance
- Created UX/UI designs with simultaneous experiences for a System Technician and Surgeon via two monitor displays and a VR headset
- Generated workflows, wireframes, high-fidelity mockups, and prototypes
- Conducted user research, usability testing and presented insights
- Responsible for hiring, performance reviews, and salary negotiations. Managing a UX Designer, UX Software Engineers (Unity), and a SW Test Engineer.
- Product Owner, Scrum Master, requirements writing, and issue tracking/resolution driving high-quality releases

Lead UX Designer

Portland, OR, 2018 - 2020

Metal Toad

- Hardware and software hybrid products, iOS & Android native apps, IoT, and large TV displays
- Created end-to-end design – personas, customer journey, workflows, sitemaps, storyboards, wireframes, prototyping, user research, high-fidelity mockups, style guides, typography, graphic design, and icons
- Safety-critical hardware + smartphone product with extensive user testing
- Clients include Sony, DCI, Sun City West, and WARN

Senior UX Designer

Portland, OR, 2018 - 2019

Daimler

- Responsible for semi-truck fleet management B2B software, transforming live IoT sensor data into actionable insights for safety and maintenance
- Responsible for flows, wireframes, prototyping, and internal user testing
- Led UX strategy, workshops, UX backlog, and prioritization

ACHIEVEMENTS

ORGANIZER

Creative Maker Time
Game Developers Club
Media Arts Club

PRESENTER AT

Women Who Code
TePapa Game Masters
San Diego Comic-Con

AWARDS

Apple Editors Choice
IGDA Scholar
Best Children's Game
Engineering Expo Award

PERSONAL INTERESTS

3D printing, laser cutting,
drawing, illustration, video
games, comic books, hiking

Product Design Manager

Portland, OR, 2014 - 2018

CVENT

- Design lead for #1 best-selling Enterprise B2B solution for events
- Managed design team that launched a full redesign, increasing login rate by 116%, and growing the number of users year-over-year by 40%
- Founding member of UX leadership team defining company-wide practices
- Drove ongoing user research interviews, analytics, and usability testing
- Proactive collaborator between sprint teams and leadership
- UX/UI Designer of wireframes, prototypes, high-fidelity mockups, and maps

Senior UX Designer

Wellington, New Zealand, 2014

ikeGPS

- The world's first laser-accurate smartphone measurement device, paired to a mobile device
- Conducted ethnographic research in the field and usability testing, synthesizing into presentations for leadership
- UI mockups, prototypes, and collaborated on a 3D printed testing rig

Product Manager

Wellington, New Zealand, 2012 - 2014

PikPok

- Led multiple fast-paced mobile game development teams
- Responsible for games with over 14 million users, achieving #1 in the App Store and Apple Editor's Choice
- Led teams of artists, designers, developers, testers, and musicians
- Responsible for client communication, timelines, budgets, and contract renewals
- Usability testing and success metrics to present product updates
- Clients include Cartoon Network, DreamWorks, and the Star Trek franchise

Senior UX Designer

Louisville, CO, 2007 - 2011

LEGO

- Led the UX design for LEGO Universe, a Massively Multiplayer Online Game for PC/Mac with 2 million users
- Designed 3D diegetic UI displayed in the immersive game
- Created UI design, flows, wireframes, prototypes, layout, and specification docs
- Usability testing and reporting with on-site tests at LEGO USA and England offices