



Daryl Campbell

Product Designer & UX Specialist

SaaS B2B & B2C _ StartUp & ScaleUp _ Web & Mobile Apps

SUMMARY

Product Designer and Creative Director with more than 25 years experience designing and building SaaS products, mobile applications & design systems. Brand strategist, typographer & illustrator with significant experience in nurturing visual design systems for international companies.

CONTACT

Location: UK / Ireland
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STRATEGY / RESEARCH

Customer discovery. Collaborative workshops. Team leadership. Usability testing. Stakeholder management. Metric design. JTBD. Lean UX. Process design. Project management. Survey design.

DESIGN

Prototyping. Sketching. Design systems. UI design. HTML & CSS for responsive development. Component design. Accessibility. Atomic design principles. Icon design. Animation. Typography. Print design. Branding. Illustration.

DEVELOPMENT

Agile process. MVP. System architecture. CI/CD. Engineering design patterns. AI & machine learning. Documentation. Feature delivery. Cross-functional team building.

EXPERIENCE

2013 - Present. **Daryl Campbell Studios**
Product designer & UX consultant. Building SaaS products which are modular, scalable and easier to maintain.

Aug 2022 - Sept 2023. **Head of Design at Cloudsmith**
Cloud-native software supply chain product. Customers included: Font Awesome, Financial Times, Bloomberg, Diligent, Stack Overflow.

Sep 2021 - Aug 2022. **Senior Product Designer at Stora**
Cloud-based SaaS product for the self-storage industry.

May 2017 - Feb 2021. **Chief Creative Officer at Sensum**
Emotion AI and ML product. Customers included: Valeo, Coca-Cola, Bentley, Volvo, Ford, Unilever, Jaguar, Red Bull, Mindshare.

2015 - 2018. **Co-Founder & Product Designer at Showreel**
StartUp SaaS app for cinematographers and video professionals.

2006 - 2013. **Founder/Creative Director at Meadow**
Building brands and developing digital products for worldwide customers.

2004 - 2006. **Co-Founder/Creative Director at Frank**
Brand identity and web development for various large and small businesses throughout Ireland and the UK.

1999 - 2002. **Creative Director at CV3**
One of the first web design studios in Ireland, designing & building websites for organisations throughout the UK.

SOFTWARE

Figma. FigJam. Miro. Photoshop. Illustrator. After Effects. Premiere. Linear. Jira. Confluence. Github. Storybook. Chromatic. Zeplin.

EDUCATION

MA Applied Art (Animation)
2001 - 2003, University of Ulster.

BA Visual Communication (First-Class Honours)
1996 - 1999, University of Ulster.
