

CAITLYN HAMPTON

Product Designer • Entrepreneur

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EXPERIENCE

REYLA

Cofounder • Dec 2021 - Present

Creating a mobile app from the ground up. Acting as CEO and Head of Design. Developing an MVP before moving to fundraising.

COMPASS

Senior Product Designer II • Mar 2021 - Mar 2022

Senior Product Designer • Nov 2019 - Mar 2021

Lead product designer on the Workflow Automation squad. Partnered with product and engineering to launch iOS, Android, and web products from conception to implementation through agile development. Involved in roadmapping, product discovery and definition, user research, competitive analysis, user flows, sketching, prototyping, user testing, developer hand-off, stakeholder presentations, and experience iterations. Routinely contributed to the design system by creating robust, universal components utilized by all across Compass.

SANDBOXX

Product Designer • Dec 2018 - Nov 2019

Led a growth-stage startup as solo product designer in design best practices—established a design system for improved developer handoff and rapid development, implemented tools for project file management, designed new features and interfaces for multi-platform app including iOS, Android, and responsive web, expanded the visual brand with color and illustration.

THE ATLANTIC

Product Designer • Jun 2018 - Dec 2018

Worked within a cross functional product team in collaboration with Editorial, Sales, Data, and Marketing to improve readers' user experience through front-end redesigns, user research, and internal tools—including a redesign of the company's CMS.

STORYBLOCKS

Product and Visual Designer • Jul 2016 - Jun 2018

Designed features, user flows, user research plans, and design system components in collaboration with cross-functional squads to increase billing members, improve customer experience, and boost user engagement. Led a UX team of 5 to improve the sign up experience for new users. Designed display ads, landing pages, emails, videos, etc. and spearheaded campaign design concepts. Implemented the new brand visual identity for all marketing channels and three products.

FREELANCE

UX/UI Designer, Social Media Manager, Video Editor • 2014 - Present

Worked with clients from a variety of industries to create custom branding assets, digital marketing collateral, UX/UI designs, website designs and branded videos.

SKILLS

Design: Concept sketching • User flows • Wireframing • Prototyping • Icon design • Responsive design • Mobile design • Design systems • Information architecture

Tools: Figma • Illustrator • Photoshop • Zeplin • HTML/CSS • After Effects • Lottie • Premier Pro • Miro • JIRA • Fullstory • Invision

Research and Strategy: User interviews • Usability testing • Product planning • Competitive analysis • Product discovery and definition • Scoping effort • Assessing feasibility • Prioritization • Data analysis

Collaboration: Organizing workshops • Stakeholder communication • Developer handoff • Presentation design • Facilitating design critiques • Receiving feedback • Maintaining transparency • Mentoring junior designers

EDUCATION

UNIVERSITY OF FLORIDA

Bachelor of Science, Telecommunications
2010 - 2014

VOLUNTEER

AMERICA ON TECH

UX Design Industry Mentor
Summer 2020

KEY RESULTS

- 51% WAU adoption of new product launch over 15 months
- 11x year over year messages sent since experience redesign
- Onboarding designs boosted user activation by 25%
- 34% increase of time spent in app from gamification design updates
- Redesigns led to conversion boost and \$1.1M in annual revenue
- 26% quarter over quarter campaign conversation lift from branding efforts