

Marcela Campos

SENIOR PRODUCT DESIGNER

Cincinnati, OH | 240 855 7076 | marce.camposf@gmail.com | linkedin.com/in/marcelacamposf | camposmarcela.com

SUMMARY

UX/UI designer with 5 years of experience across embedded, mobile, web, and e-commerce products. Currently the sole UX/UI designer for Strikeman and Radenso, leading work from research and strategy through prototyping, usability testing, and implementation. Industrial design training brings a systems view to products where hardware and software meet.

CORE SKILLS

Product strategy | User research | Usability testing | Interaction design | Information architecture | Wireframing | Prototyping | UX writing | Design systems | Embedded UI | Mobile | Web | E-commerce | Developer collaboration | Design implementation

TOOLS

Figma | Sketch | Adobe XD | Miro | Userlytics | UXtweak | Shopify | Notion | Codex | Claude

PROFESSIONAL EXPERIENCE

UX/UI Developer | Strikeman & Radenso | Cincinnati, OH

Apr 2025 - Present

- Sole UX/UI designer across Strikeman and Radenso, owning end-to-end research, product strategy, interaction design, prototyping, usability testing, developer collaboration, and implementation.
- Lead end-to-end UX/UI design for Radenso Theia, an upcoming radar detector, from product strategy and user interviews through usability testing and a 1:1 functional touchscreen Raspberry Pi prototype.
- Designed and implemented Strikeman's Shopify experience; improved cart-to-checkout conversion from 69% to 75% by redesigning the cart drawer.
- Lead UX/UI redesign for Strikeman's augmented reality app and partner with developers on its migration from Unity to Flutter.

Career Sabbatical

Feb 2024 - Mar 2025

User Experience Designer | Lexmark International / Xerox | Lexington, KY

Feb 2021 - Feb 2024

- Led UX research and product design across embedded, web, and mobile platforms.
- Designed and tested a new touchscreen interface for Lexmark's A3 printer line, balancing device constraints with clear maintenance workflows.
- Improved success on printer-maintenance tasks by 55% in usability testing through revised interaction flows, prototypes, and UX copy.
- Delivered 25+ prioritized UX recommendations for Lexmark Support and translated user interviews into actionable guidance for product teams.

Freelance UX Designer | Milk and Beans | Cincinnati, OH

Mar 2020 - Mar 2021

- Delivered 15 responsive, high-fidelity wireframes for a party-scheduling and product-discovery website, translating business needs into clear user flows.

User Experience Designer, Volunteer | The Welcome Card | Cincinnati, OH

Mar 2020 - Mar 2021

- Mapped user flows and conducted competitive research for an app designed to simplify immigration processes.

EDUCATION AND CERTIFICATION

Bachelor of Science in Industrial Design, Minor in Product Design | Universidad de Monterrey, Mexico

UX Academy Certification | Designlab | 500+ hours of UX coursework