

ERIC CAMPBELL

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Senior UX Designer

My path from digital marketing to Fortune 50 product designer gives me something most designers do not have: I understood what motivates a customer to show up before I ever designed the interface they land on. Almost a decade of experience across B2B and B2C products, spanning media and broadcasting, higher education, home services and trades, and eCommerce has built a track record of connecting human behavior to business outcomes, from growing a local brand from **\$2M to \$7M annually** to designing experiences that contributed to **\$4B+ in annual revenue (~25% of Lowes.com)** at one of the largest retailers in the country. I bring that full arc into every product problem I work on.

SKILLS

Leadership & Strategy: Agile Development, Cross-functional Collaboration, Design Mentorship, Product Strategy, Stakeholder Management

Design & UX: A/B Testing, Competitive Analysis, Design Systems, Information Architecture, Interaction Design, iOS & Android Design, Mobile-First Design, Prototyping, Usability Testing, User Research, Visual Design, WCAG Accessibility, Wireframing

Tools & Tech: Adobe Creative Suite, Claude, Claude Code, Cursor, FigJam, Figma, Figma Make, Lovable, Miro, v0

Domains: E-Commerce, Higher Education, Home Services & Trades, Media & Broadcasting

WORK EXPERIENCE

Lowe's Companies, Inc

09/2022 – 04/2026

Product Designer

Remote

Led strategy and end-to-end experience design for Recommendations & Personalization and Kitchen & Bath, covering the full purchase journey from Home through Cart across web, mobile, and app. Owned zero-to-one features, GenAI-powered planning tools, and decision-support experiences supporting millions of monthly users driving **\$200M+ in annual revenue**.

- Owned end-to-end UX and UI design for consumer eCommerce purchase flows across mobile web, desktop web, and app, designing product comparison, merchandising, and selection experiences that helped users make confident decisions about complex, high-consideration purchases, collaborating closely with product managers and engineers to ensure seamless implementation from design through launch.
- Designed a Social Proof System for PDP that surfaced real-time buying signals to reduce purchase hesitation and build guest confidence at the moment of decision, contributing **\$144M in incremental revenue**.
- Built and scaled Shower Door Selector and Will It Fit, translating complex pricing, entitlements, and operational rules into clear, intuitive selection flows across **10+ categories** with full ADA/WCAG compliance and **\$25M+ in revenue**.
- Owned Visual Scout and Keep Shopping For from concept through launch, rapidly prototyping and iterating on concepts incorporating feedback from data, testing, and stakeholders to deliver **+9% conversion lift, +12% AOV growth, and \$70M+ in combined revenue**.
- Contributed to key flows of MyLow Design, developing personas, user flows, information architecture, wireframes, and prototypes for a mobile-first multi-step planning and purchase experience, contributing **\$30M in revenue** while improving completion and reducing abandonment.

- Collaborated across cross-functional teams of 100+ designers, 30+ researchers and content designers, 8 product managers, 15+ engineers, and over 30 business partners to ship features serving millions of customers and thousands of employees.
- Presented user journeys and design concepts to senior leadership and business partners to not only gain buy in, but champion user advocacy and empathy throughout the organization.
- Facilitated cross-team knowledge sharing through town halls & workshops fostering a culture of design consistency and elevating overall project quality and collaboration across the organization.

**HB Home Services
Marketing Manager**

**06/2020 – 06/2022
Harrisburg, PA**

Led go-to-market strategy and end-to-end digital experience design for a home services brand expanding across three markets. Responsible for customer journey development, brand identity, digital presence, CRM integration, and audience-centered campaigns that drove significant revenue growth from **\$2M to \$5–7M annually**.

- Led a full rebrand including **three new websites** and physical brand updates across the fleet, all delivered in **under six months, 15%** reduction in bounce rates, and **30%** growth in online bookings.
- Integrated CMS and CRM platforms to create smarter, more relevant customer communications, reducing mailed renewal notices by **~70%** while improving timing and response rates.

**Lebanon Valley College
Digital Strategist**

**03/2019 – 06/2022
Harrisburg, PA**

- Owned web strategy and digital standards, establishing information architecture and content guidelines across **100+ pages** and multiple academic and administrative departments to improve findability and support enrollment goals.

**Cumulus Media, Inc.
Digital Director**

**12/2016 – 03/2019
Harrisburg, PA**

Directed digital strategy and experience for a cluster of five radio station websites, supporting local and national promotional campaigns. Focused on cross-channel consistency, usability improvements, and workflow efficiency across web, email, and digital advertising.

- Grew digital campaign engagement by **~20%** through improved cross-channel consistency.
- Reduced campaign turnaround by **~30%**, an early lesson in how operational thinking and design thinking aren't that different.

AWARDS & SCHOLARSHIPS

Webby Award, Lowe's App, Best Shopping & Retail

04/2025

Baymard UX Award, Top 1% Home & Hardware, On-Site Search

12/2023

EDUCATION

Bachelor of Science in Digital Communications

Lebanon Valley College

Annville, PA • 08/2012 – 05/2015