

ERIC M. CAMPBELL | ericmcampbelldesign.com

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Senior Digital Product & Visual Brand Strategist

My superpower is taking complex problems and creating simple, high-impact solutions. I am highly efficient, thrive in ambiguity, and excel as a cross-functional Digital Leader with **10+ years of experience** bridging the gap between product strategy, intuitive UI/UX design, and high-growth brand marketing. Proven expertise owning and designing end-to-end user experiences for personalized, AI-driven, and consumer mobile systems within Lowe's Recommendations Business Unit, directly supporting a digital ecosystem responsible for **\$4B in annual revenue (25% of Lowes.com)**. Expert at balancing customer, employee, and distributor pain points and turning them into smooth, automated digital experiences. Adept at building scalable Figma design systems, partnering with Engineering to launch polished features, and collaborating across product and marketing lines to drive brand consistency, user adoption, and long-term business growth.

SKILLS

Product Design & UI/UX: Consumer Mobile & Web App Design • Wireframing & Prototyping • User-Centered Design • Information Architecture • Journey Mapping • User Research • Future-State Capability Design

Visual & Brand Strategy: Visual Identity Design • Digital Marketing Campaigns • Cross-Channel Consistency • Typography & Layout • Content Governance • Digital Standards • Presentation Design

Research & Optimization: AI-Assisted Workflows • Behavioral Analytics • Usability Testing • A/B Testing & Experimentation • Data-Informed Design • Customer Journey Analytics • KPI Modeling

Tools & Systems: Figma (Advanced Component Libraries) • FigJam • Adobe Creative Suite • Miro • Jira • Confluence • UserTesting • Google Analytics • SEMRush • Design Systems

WORK EXPERIENCE

Lowe's Companies, Inc

09/2022 – Present

Product Designer

Remote

- Spearheaded the product strategy, experience architecture, and roadmap execution for personalized, AI-driven, and decision support products within the Recommendations Business Unit; directly supported a digital commercial ecosystem generating over **\$4B in annual revenue (25% of Lowes.com)**.
- Led the product strategy and UX design for a Digital Workbench that integrated customer insights, analytics, assortment data, competitive pricing, and workflow management into a unified platform; **consolidated multiple disconnected tools into a single view, reducing manual reporting cycles by 40% and accelerating time-to-decision for digital experience improvements.**
- Partnered closely with Product Management, Engineering, and Data Science to get everyone on the same page, managing team dependencies and building strong alignment to get new digital features launched and adopted smoothly.
- Led UX product strategy and interaction design for Visual Scout, an AI-powered native mobile visual search platform that increased engagement by **10%**, improved conversion by **9%**, and generated **\$27M in incremental revenue.**
- Owned the end-to-end visual and behavioral redesign of Keep Shopping For (Lowe's personalized homepage product), utilizing deep consumer experimentation and A/B testing to capture **\$43M in revenue.**
- Led customer discovery, journey mapping, and interface solution design for the complex Shower Door Selector system, simplifying a friction-heavy buying journey to secure **\$10M in incremental revenue.**
- Leveraged rapid high-fidelity prototyping, detailed usability testing, and data insights to validate high-value product decisions and protect consumer experience metrics.

HB Home Services
Digital Marketing Manager

06/2020 – 06/2022
Harrisburg, PA

- Led the organization's digital experience strategy across web, branding, digital marketing, and customer acquisition while partnering with executive leadership to modernize the company's digital presence and create a more cohesive customer experience across digital and physical touchpoints.
- Built the company's first digital presence and visual identity entirely from scratch, leading a full business transition that moved a traditional operation into the digital space and modernized traditional, manual workflows.
- Integrated a CRM and CMS platform directly into the website, turning a manual, phone-based intake process into an automated online booking and technician scheduling system that grew online bookings by **30%**.
- Formulated and executed the training and onboarding program for the new CRM, aligning Care Coordinators, Technicians, Sales, and Management teams to minimize friction and drive smooth platform adoption.
- Shifted customer retention from snail-mail renewals to automated emails, cutting physical mail volume by **70%** while improving customer response rates.
- Acted as a trusted advisor to executive leadership to align new digital initiatives, technical tools, and growth marketing workflows with overarching business goals.
- Leveraged SEO, paid search, and continuous web optimization to increase organic traffic by **30%** and generate **30%** more qualified, high-value commercial sales leads.

Lebanon Valley College
Digital Strategist

03/2019 – 06/2020

- Led digital marketing initiatives supporting enrollment, athletics, alumni relations, and institutional communications by creating engaging web experiences and integrated campaigns that strengthened the college's digital presence and brand.
- Led website strategy, information architecture, and digital standards across **100+ webpages** to significantly improve content discoverability and support core institutional enrollment goals.
- Spearheaded the multi-departmental SEO strategy using tools like SEMRush and Google Analytics to track user behavior, optimize web performance, and boost digital platform engagement.
- Partnered closely with stakeholders across diverse academic and administrative lines to simplify and organize complex data and information into highly intuitive user experiences.
- Established clear content governance models and web usability best practices, creating a much more consistent, accessible, and user-friendly digital environment.
- Designed responsive platforms, targeted landing pages, and integrated digital campaigns that contributed to stronger year-over-year enrollment performance.

Cumulus Media, Inc.
Digital Marketing Specialist

12/2016 – 03/2019
Harrisburg, PA

- Designed and executed digital marketing strategies for local and regional businesses, partnering with clients to create engaging web, advertising, and digital experiences that supported business growth and strengthened brand visibility.
- Led website strategy and digital marketing campaigns for local and national advertisers, balancing critical business objectives with audience needs to maximize commercial value.
- Improved overall digital campaign engagement by approximately **20%** through targeted email marketing initiatives, better web user experiences, cohesive branding, and cross-channel consistency.
- Streamlined complex campaign design workflows and collaboration between sales and technical teams, reducing project turnaround times by approximately **30%**.
- Functioned as an agile digital solution provider, translating diverse B2C client business challenges and user requirements into tailored, responsive web experiences and brand assets.
- Presented campaign strategies and performance insights to clients while managing multiple projects in a fast-paced agency environment.

AWARDS

2025 Webby Award – Best Shopping & Retail App	04/2025
2023 Baymard UX Award – Top 1% Home Improvement Website (On-Site Search)	12/2023

EDUCATION

Bachelor of Science in Digital Communications
Lebanon Valley College

Annville, PA • 08/2012 – 05/2015