

Jordan Campbell

Director of Product Design & AI Operations and builder. Since August 2023, I've been at Inbox Health as the sole product designer and a primary builder, shipping TypeScript, React, and Python across a platform serving 2.5M patients. Before that: six years across agencies and startups, designing for Fortune 500 clients, AR systems, enterprise dashboards, and blockchain products.

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EXPERIENCE

Inbox Health: Director of Product Design & AI Operations

Aug 2023 – Present

Senior UX Designer: Aug 2023 – Mar 2026 · Director of Product Design: Mar 2026 – Sep 2026 · Director of Product Design & AI Operations: Sep 2026 – Present

TypeScript React Python REST APIs Design Systems AI Tooling

- Sole product designer across a seven-app platform (TypeScript, React, Python), covering market research, billing, engineering handoff, and internal tooling for the entire org
- Built a market research intelligence platform unifying Gong, Salesforce, HubSpot, and Feedly; reduced research time from hours to minutes
- Rebuilt patient checkout on Stripe Payment Element, from six or seven steps to three: payment conversion up 23%, above a 20% target; AutoPay opt-in roughly doubled
- Designed an in-app AI response tool that replaced static documentation; users learn by asking, not reading
- Built a custom component inspection and handoff tool replacing Storybook + Figma Dev Mode with one integrated workflow
- Designed and built the company Figma design system from scratch in the first two months
- Inbox Health Excellence Award recipient

Digital Surgeons: Design Lead, Brand Experience

Mar 2021 – Sep 2023

Associate Creative Director (XD): Mar 2021 – Oct 2021 · Design Lead: Oct 2021 – Sep 2023

Product Design Design Sprints Client Engagement Workshops

- Reduced temperature excursion evaluation time from days and weeks to 15 minutes, per Carrier's own materials, as the project lead for Carrier's temperature tracking system design.
- Drove the creation of user personas, wireframes, and managed an atomic design system through comprehensive user research and interviews with international medical companies.
- Secured over \$80m in funding for Carrier by leading advanced product strategy through design thinking workshops, pitches, and customer-facing demos.
- Lowered key task completion time in a global banking app from 36 seconds to 7 seconds, significantly boosting user satisfaction and efficiency.
- Launched the redesigned Hibernate sleep app successfully by directing the UI & UX design, resulting in improved user experience and engagement.

ThinkFWD: Innovation Catalyst

Mar 2021 – Sep 2023

- Built and led a community focused on design thinking and innovation for creative professionals, marketers, and entrepreneurs.

Quinnipiac University: Adjunct Professor

Aug 2026 – Present

- Teaching Web Design One (GID 161 / ADPR 215). AI is optional in every project, with guidance for both paths.

University of New Haven: Adjunct Professor

Jan 2019 – Jan 2024

UI/UX Design Motion Graphics Mentorship

- Taught UI/UX, motion graphics, and graphic design courses, updating curriculum to meet current industry requirements, preparing students for roles in motion, visual, and product design.
- Mentored over 30 students, supporting their professional development and career progression in the field of design.
- Collaborated with fellow faculty members and administrators to ensure course objectives aligned with broader educational goals and capabilities.

AIGA Connecticut: Co-President

Apr 2020 – Feb 2023

Board Member & Education Director: Jul 2019 – Apr 2020

Community Leadership Volunteer Creative Direction

- Oversaw and guided the development of the AIGA Connecticut Chapter, improving its perception and standing within the community.
- Managed and collaborated with a volunteer board of 12+ members and a community of over 200 members while working with the AIGA national office to ensure Chapter activities aligned with the broader mission and goals of the organization.
- Led the successful fundraising and implementation of over 20 local events, raising over \$10,000 and increasing community engagement and satisfaction.

ADPList: Design Mentor

Aug 2022 – Present

- 500+ mentorship minutes and 25+ sessions with designers in career transitions. ADPList Top 1% Global Mentor (October 2022).

UI/UX Designer: Dec 2019 – Dec 2020 · Senior UI/UX Designer: Dec 2020 – Mar 2021

UI/UX DesignMotion GraphicsClient EngagementDesign Sprints

- Boosted registrations by 40%, project completion rate by 76%, and add to cart rate by 20%, resulting in significant revenue growth for a major home improvement brand, by leading the design of a space-intelligent AR technology bridging the gap between online inspiration and actual home improvement projects.
- Achieved a 1% reduction in errors, an increase in order size, and a decrease in service time by 5 seconds, leading to a franchise revenue boost of over \$20,000 in just one month for a major fast food brand, through the design of an AI-powered machine vision product providing actionable insights for Fortune 500 companies.
- Transformed a complex 10-step process into a user-friendly 3-step process on a dashboard, reducing the request time from days to 17 minutes in early tests and improving efficiency significantly, by collaborating to revamp a major fast food menu update process.

StartupUI/UX DesignBrand & MarketingCreative DirectionDesign Sprints

- Collaborated with our team for the successful launch of an Initial Coin Offering (ICO) for a blockchain technology led that raised approximately \$1B in crypto assets and was featured at TechCrunch Disrupt.
- Contributed to the launch of four blockchain and data projects in crypto tracking, supply chain, file transfer, and messaging sectors.
- Worked closely with the development team using React.js to bring the projects to life, balancing & negotiating functionality and design to achieve project milestones.

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- Launched over 30 successful marketing campaigns that bolstered visibility and reach for international music artists and brands.
- Produced over 75,000 screenshots on Snapchat, over 12,000 messages and submissions, and 19 million impressions contributing to sales and plays surpassing expectations in the first week, through the design and implementation of a highly successful social media campaign for the Maroon 5 Red Pill Blues album launch.
- Achieved an 89% completion rate, 33% return rate, and an average user engagement of over 60 seconds on the Buffalo Sabres microsite through the creation of compelling Instagram Stories content.

EDUCATION

IDEO U: Impactful Presentations Certificate	2023
Growth.Design: Product Psychology Masterclass	2023
University of New Haven: Bachelor of Fine Arts	Aug 2014 – Jun 2018

AWARDS

Inbox Health Excellence Award	2026
Top 200 Marketing Agencies, Chief Marketer	2023
First Place, Dieline Awards	2022
Most Innovative Companies, Fast Company (#7, VisionX)	2020
AVA Digital Awards, Platinum Winner	2018
Hermes Creative Award, Platinum Winner	2018
Shorty Award, Best Use of Snapchat, Bronze	2018
Shorty Award, Best Influencer & Celebrity Snapchat Campaign, Bronze	2018
Summit International Awards, Emerging Media Award	2017

SKILLS & TOOLS

DESIGN	
UI/UX related	User Interface (UI) User Experience (UX) Interaction Design Wireframing User Interviews User Flows User Stories
	User Personas UX Research UX Writing User Research Information Architecture Usability Testing Prototyping
	Design Systems AI/ML Interface Design Data Visualization
Visual design related	Creative Direction Creative Strategy Motion Graphics Web Design 3D Visualization Graphic Design Branding Typography
	Color Theory
Marketing related	SEO Knowledge Data Analysis A/B Testing Market Research Branding Content Creation Social Media Management
Soft Skills	Critical Thinking Communication Skills Growth Mindset Adaptability Time Management Empathy Problem solving
	Presentation Skills Customer Relationship Management
TOOLS & SOFTWARES	
Coder related	TypeScript React.js Python REST APIs OAuth Webhooks Playwright Git VS Code Responsive Design Agile / Scrum
Designer related	Figma Webflow Midjourney Adobe Creative Suite Spline Cinema 4D Snapchat Lens Studio