

# SAMILCA CAMILO

## Senior UX Researcher and Designer

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http://sccollective.co/

### PROFESSIONAL PROFILE

Senior UX Researcher and Designer integrating deep user insights with entrepreneurial expertise to drive product innovation and product-market fit. Experienced in leading and prioritizing mixed-methods research to inform data-driven products across B2C, B2B SaaS, fintech, e-commerce, and consumer products. Specializes in ethnographic research, usability testing, journey mapping, and iterative prototyping to deliver user-centered solutions. Founding team member on three venture-studio startups, with a proven record of driving pilots to 95% approval and improving workflows for over 500,000 users. Builds the process, not just the deliverables, playbooks, templates, and research ops that make teams faster and delivery consistent. Bilingual in English and Spanish.

### QUALIFYING SKILLS

- **UX Research & Strategy:** Interviews, Ethnography, Competitive Analysis, Personas, Storyboarding, Journey Mapping, Usability Testing, AI-driven Design, Jobs to be Done, Go-to-Market Strategy.
- **Design & Prototyping Tools:** Figma, Adobe XD, Marvel, Sketch, HTML/CSS, Photoshop, InDesign, Illustrator, PowerPoint.
- **Data Analysis:** Qualtrics, A/B Testing, Data Analysis, Qualitative & Quantitative Research.
- **AI & Innovation:** Workflow Automation with Airtable, Zapier, Miro; AI-driven efficiency using Shift AI tools
- **CX & Project Management Tools:** SharePoint, Google Suite, Workfront, Excel.
- **Client Services & Project Leadership:** Project Scoping, Milestone Tracking, Timeline & Budget Management, Client Consultation, Customer Success, Cross-functional Team Leadership, Agile Methodology, Rapid Iterative Design.

### PROFESSIONAL EXPERIENCE

Sr. UX Designer and Head of UX Staffing

Nov. 2024 – Current

Greenlight Idea Lab/ Boston, MA (Remote)

- Built and run Greenlight's UX staffing operation, a practitioner-vetted global talent pool matching organizations with qualified researchers and designers across several engagements.
- Designed the delivery system from scratch: reusable research and design templates, documentation standards, and scoping processes that keep quality consistent across engagements.
- Lead UX research and design engagements end-to-end, from scoping through evidence-based recommendations.
- Prioritize incoming requests from leadership, product, and design, aligning the right talent, scope, and timelines.
- Mentor UX practitioners on portfolio readiness, research approach, and client-facing communication.

CX Designer and Researcher

Sept. 2022 – Sept. 2024

Portfolio T / Boston, MA (Remote)

Founding team member and lead designer for three ventures within the studio, driving customer discovery and market research across North America, Europe, and MENA; validated product-market fit and secured stakeholder funding to pilot stage.

- Increased user satisfaction 25% and cut onboarding time 30% for a SaaS credential-verification product through user research and iterative design.
- Built AI-driven ingredient-reformulation tooling that cut workflow inefficiencies 40% across B2B supply chains.
- Iterated MVPs with qualitative and quantitative methods, achieving a 95% pilot approval rate.
- Led UX for SaaS and digital-goods e-commerce, storefront usability, checkout, and subscription flows, to lift retention and conversion.
- Created the studio's Figma playbook and mentored the venture team on rapid-sprint UX methods, improving speed and consistency across projects.

UX Design Fellow

March 2022 – June 2022

Adobe Digital Academy / Winter Garden, FL (Remote)

- Designed Third Act, a gamified app that digitized a spreadsheet-based homeowner process, cutting onboarding and data-entry time 40%; the client extended the engagement after the fellowship.
- Delivered three additional research-to-prototype projects, an advisor workflow web app, an e-commerce redesign, and a classroom-management app, on rapid sprint cycles.

UX Researcher | Designer

Sept. 2020 – Sept. 2022

Freelance / Winter Garden, FL (Remote)

- Led UX research and design for e-commerce platforms, product discovery, user flows, and checkout, increasing conversions and engagement.
- Ran usability and A/B testing programs to refine digital storefronts, improving accessibility and customer satisfaction.

- Translated research into branding strategy and trade-show experiences for Best Buy, Blackbaud, Marmotech, Helen Health Equity, and others, driving 15% higher engagement.

Branding Experience Designer

July 2016 – Sept. 2020

**Freeman Company / Orlando, FL (Hybrid)**

- Led design on 90% of client projects using user-centered methods, improving engagement 25% within two years through responsive design and user-flow optimization.
- Turned around an underperforming flagship event through attendee research and iterative design, doubling engagement over two years.
- Conducted ethnographic studies and UX audits for Anita B.Org, National Glass Association, and PowerGen, built cross-functional systems that held design quality while cutting project costs.

Revit Designer

July 2010 – June 2016

**Mirsand Town Planning & Architects Ltd. / Tortola B.V.I (Remote)**

- Enhanced design workflows across multiple departments by training teams on new 3D modeling software.
- Produced visualizations and proposals for healthcare, agriculture, and hospitality projects, improving project presentations.
- Worked closely with engineers, architects, and planners to align designs with functional and aesthetic requirements, ensuring successful project execution.

#### EDUCATION

- General Assembly - UX Design Immersive
- Savannah College of Art and Design - Master of Architecture; BFA, Architecture
- Adobe Digital Academy Scholar - Certificate in UX Design Professional (2022)
- Google Foundations of UX Design, Coursera (2021)
- Keynote speaker, "Project Development Geared Towards Users," first-year architecture students (2020–2021)