

ERIC M CAMPBELL

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2025

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

2023

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

Senior Product Designer

I'm a Senior Product Designer with **8+ years of experience designing complex, data-informed digital products** that solve real problems for real people. At Lowe's, I designed enterprise-scale experiences across web, mobile, and app for **millions of monthly users**, contributing to **\$4B+ in annual revenue**. My path through marketing gave me something most designers don't have: a deep, instinctive read on how customers think before they ever reach a UI. I bring that perspective into every product problem I work on, from zero-to-one concepts to mature conversion flows.

EXPERIENCE

2022-Feb 2026 | Remote

Product Designer - Lowe's Companies, LLC

- Led strategy and interaction design for Recommendations & Personalization and Kitchen & Bath experiences across web, mobile, and app, spanning the full purchase journey from Home through Cart for **millions of monthly visitors**.
- Owned Visual Scout and Keep Shopping For from initial concept through launch, two zero-to-one features that produced **+9% conversion lift**, **+12% AOV growth**, and **\$70M+ in combined revenue** impact during A/B testing.
- Designed key flows of **MyLow Design**, a **GenAI-powered bathroom planning tool** that helped customers go from inspiration to a complete product list, contributing **\$30M in revenue** while **improving conversion, AOV**, and **reducing abandonment**.
- Built and scaled **Shower Door Selector** and **Will It Fit**, **decision-support tools** that **reduced purchase hesitation**, **expanded across 10+ categories**, met full **ADA/WCAG compliance**, and supported **\$25M+ in projected business impact**.
- **Ran usability testing** and synthesized clickstream data to identify friction, validate hypotheses, and iterate rapidly in partnership with Data Science and Engineering.
- Served as a **core contributor to Lowe's design system**, ensuring consistency, scalability, and craft quality across interconnected product surfaces.
- Pushed back on product direction when research surfaced misaligned assumptions, **winning stakeholder alignment through evidence-backed design rationale**.

EARLY EXPERIENCE

2020-2022 | Harrisburg, PA

Marketing Manager - HB Home Services, LLC

- Designed **end-to-end customer journeys for a home services brand across three markets**, developing **personas** and **mapping real user workflows** and **pain points** to build digital experiences around how customers actually made decisions.
- Led a **full digital overhaul including three new websites in under six months**, coordinating across vendors and internal stakeholders in a fast-moving, iterative environment.
- **Integrated CMS and CRM platforms** to streamline complex operational workflows and communications, **reducing mailed renewal notices by ~70%** while improving relevance and response rates.
- Audience-centered strategy contributed to **revenue growth from \$2M to \$5-7M annually**.

2019-2020 | Annville, PA

Digital Strategist - Lebanon Valley College

- **Defined information architecture and content standards across 100+ pages**, improving clarity and findability across a complex institutional environment with multiple user types.
- **Built cross-departmental alignment without direct authority** through **clear communication** and **evidence-backed design rationale**, a skill that shapes how I work with cross-functional teams today.

2016-2019 | Harrisburg, PA

Digital Director - Cumulus Media, Inc

- Managed digital experience across five high-traffic radio station properties, **growing digital campaign engagement by ~20%** through improved cross-channel consistency.
- Streamlined production workflows and **reduced campaign turnaround by ~30%**, an early lesson in how operational thinking and design thinking aren't that different.

MEASURABLE IMPACT

Revenue influenced	\$4B+
A/B validated lift	\$70M+
GenAI tool revenue	\$30M
Decision tool impact	\$25M+
Conversion lift	+9%
AOV growth lift	+12%
Revenue share	~25% Lowes.com

SKILLS

Product Strategy

Interaction Design

User Research

Information Architecture

Journey Mapping

Task Flows

Usability Testing

Prototyping

Figma

FigJam

Design Systems

Agile Development

Mentorship

ServiceTitan

Data-Informed Design

Home Services Industry

Claude Code

GenAI Integration

Cross-functional Leadership

Enterprise SaaS

EDUCATION

Lebanon Valley College

B.S., Digital Communications
Annville, PA