

Camellia George

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USER EXPERIENCE & PRODUCT LEADER

With over 10 years hands-on experience delivering digital products, I bring proven excellence in establishing processes and building teams. I have expertise in media, commerce, and social products on mobile, web, and interactive TV. Steering technology with a user-centered focus, I partner across the business to serve customers nimbly and efficiently.

VENMO

Head of Product Development, April 2015 – July 2016

I led the product management & design team and oversaw peer-to-peer, commerce, and risk/support products. During my tenure, Venmo began deep integration into the parent company (PayPal) to unlock strategic technical and operational efficiencies.

- launched *Pay with Venmo*, a mobile checkout integration connecting Venmo users to native mobile ecommerce experiences
- evolved the team's goal-setting and prioritization; collaboration with Engineering and Operations; go-to-market planning and release management
- managed and mentored product managers, product designers, UX researchers
- evangelized user insights and product initiatives to Venmo and PayPal executives

MIKMAK

Product Management & User Experience Design, October 2014 – June 2015

I worked with the team pre-product and pre-funding to design and launch their video e-commerce app in beta. With user feedback, we iterated towards a public launch which was named Best New Lifestyle App by Apple.

- responsible for the product roadmap; day-to-day delivery of product design; business logic; analytics tooling and metrics
- partnered with the founder to develop brand collateral and go-to-market strategy; secured seed funding; launched a testing and user acquisition program during beta

FAB

Senior Director of User Experience, February 2014 – October 2014

I oversaw the design of all consumer-facing products including Fab.com, iOS & Android apps, email and notifications, and user experience of the e-commerce systems used by our merchant, supply chain and creative services teams.

- managed a team of ten UX, UI and graphic designers (including team leads) in New York, Berlin and Pune, India; served as deputy to the SVP of Product
- launched digital properties for Fab's spin-off, Hem.com, including a responsive website, online furniture customization tools, and a new CMS for visual merchandising
- transitioned Product and UX leadership of Hem to its new European headquarters

WAPOLABS, The Washington Post Company

Manager, Interaction Design, September 2011 – February 2014

Leading product design for the incubator, I directed a small team in launching consumer-facing products for *The Washington Post*, *Slate*, *The Root*, and Post-Newsweek TV stations.

- owned UX and UI design for a portfolio of social news products that employed big data personalization, social curation and natural language processing
- hired and mentored a team of designers, building an integrated department functioning across multiple product verticals in an Agile development environment
- launched WP Social Reader, PostTV, the Personal Post, App Stream and Trove

PRODUCT & DESIGN DIRECTION

- mobile, web, interactive TV, email, B2B, internal platforms
- refining and prioritizing requirements, deliverables
- developing roadmaps, product requirements, user stories, wireframes, architecture diagrams
- defining style guidelines and pattern libraries to maintain continuity and efficiency

HUMAN-CENTERED RESEARCH

- user research to measure and improve product performance
- interviewing, ethnography, heuristic evaluation
- user requirements reports, design scenarios, profiles, personas

TEAM MANAGEMENT

- managing teams across multiple functions/matrixed organizations
- supporting cross-functional relationships, conducting critiques, gathering feedback
- recruiting and hiring designers, researchers, PMs
- performance reviews, compensation, career development, discipline
- budget-keeping for team services, tooling, salary, T&E

CALIFORNIA COLLEGE OF THE ARTS

*MA Visual & Critical Studies, 2009
MFA Design, 2008*

CARNEGIE MELLON UNIVERSITY

BFA, Communication Design, 2003

R/GA, PLAUSIBLE LABS & others

User Experience Designer, May 2010 – June 2011

As a freelance interaction and user experience designer, I created native mobile and web experiences for ComiXology, Wordnik, and Hewlett Packard, among others.

- produced specifications and documentation of interface behaviors, patterns, and information architecture; prototyped experiences
- presented to business leaders and development teams; pitched projects and managed client relationships

PEOPLE AND PRACTICES RESEARCH LAB, Intel Corporation

Graduate Intern, May 2008 – September 2008

I served as an intern on Intel's Personal Digital Money research initiative. Alongside the principal investigator, I identified and conveyed key opportunities of digital money adoption to executive stakeholders.

- prototyped mobile money experiences, demonstrating these to third-party developers and technology press at Intel Developers' Forum 2008

UNIVERSITY OF SAN FRANCISCO, CALIFORNIA COLLEGE of the ARTS, ACADEMY of ART

Adjunct Professor of Design, 2006 – 2010

I taught design history, theory, and practice to graduate and undergraduates students. Coursework included individual and collaborative studio projects, writing and thesis research, in-class critiques and presentations.

POWIS, Inc

Lead Product Designer, January 2004 – June 2006

I designed product lines and defined broad experience goals for online photobook services, launching new consumer offerings for Shutterfly, Kodak and Snapfish.

I also guided customer research and prototyping. I provided expert human factors input to our mechanical and electrical engineering teams.

- US patent #20060083604, with Kevin Parker and Wayne Kasom for a method of on-demand bookbinding (2006)

PROFESSIONAL AFFILIATIONS

UXPA (User Experience Professionals Association)

IxDA (Interaction Design Association)

NAPW (National Association of Professional Women)

AIGA (American Institute of Graphic Arts)

PUBLICATIONS & PRESENTATIONS

A Foreseeable Future—Envisioning the Design Process through Science Fiction

Design Thinking: DC (2013)

App Discovery & More with Social Integrations

Social Media Week/MoDevDC (2013)

Devices of First Resort

WaPo Labs Annual Off-Site (2012)

UX Experts Panel

MoDevUX conference (2012)

What We Learned Building Mobile Second

MoDevEAST (2011)

Design It Themselves: Customization

and De-Consumerization

New Approaches to Individualization, Infrastructure, and Consumption workshop, UC Irvine (2010)

The Future is Fabulous: Digital Fabrication, Datascaping and Design Futurism

Visual & Critical Studies Symposium (2009) & *Sightlines* (2009)

Navigating Future Moneyscapes

Intel Developers Forum (2008) & Everyday Digital Money workshop, UC Irvine (2008)