

CAMERON X. COLEMAN

SENIOR PRODUCT DESIGN LEADER

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Design leader with 14+ years of experience delivering large-scale, customer-centric experiences across mobile, web, and desktop platforms. I specialize in leading end-to-end design strategy, empowering teams through the entire product design and development lifecycle—from discovery to deployment. I build scalable systems that align customer needs with business goals, driving accessible, data-informed, and visually polished solutions. Proven success partnering cross-functionally to foster collaboration, mentorship, and sustained product excellence.

WORK EXPERIENCE

Warner Bros. Discovery (CNN)

Senior Product Design Manager

Senior Principal Product Designer

07/2023 - 06/2025

02/2023 - 07/2023

- Managing a product design team and leading the user experience design lifecycle strategy for the CNN mobile app and web audio-video streaming subscription experiences, resulting in 3.1M app vertical video starts in Fall 2024.
- Leading cross-functional collaboration with product managers, engineers, and program managers to define product strategy and vision, drive roadmaps, and shape the product development lifecycle.
- Crafting design visions, including information architectures, fidelity levels, prototypes, user journeys, and research plans.
- Establishing design thinking standards as part of the leadership team by developing creative talent, defining review processes, and spearheading agile design workflows in Jira.
- Mentoring junior designers and advocating for design work in cross-functional leadership reviews.

NortonLifeLock (Gen Digital Inc.)

Principal Product Designer

Senior Product Designer

Product Designer

Associate Designer

04/2021 - 02/2023

05/2018 - 03/2021

06/2016 - 05/2018

05/2014 - 06/2016

- Led the flagship mobile app product design strategy and team, executing the end-to-end user experience across multiple platforms for millions of customers, resulting in a highly impactful 73%+ increase in daily app users in the first year.
- Owned and managed a scalable design system and coordinated with engineers to create their component framework.
- Coordinated cross-functional collaboration through stakeholder management with product management, engineering, UX research, and marketing to deliver exceptional data-driven user-centric experiences.

Vivid Candi, Inc.

Lead UI Designer

09/2011 - 05/2014

- Designed interfaces for web and mobile in a fast-paced agency startup environment while navigating ambiguity for clients.
- Executed diverse designs for branding such as logos, typography, car wraps, menus, and other marketing materials while furthering expertise in WordPress, CSS, and HTML knowledge to increase competitiveness for clients.

Sony Interactive Entertainment

User Interface Design Contractor

UI Design Intern

02/2011 - 03/2011

11/2010 - 02/2011

- Designed UI assets for video games, including front-end layouts for God of War Ascension and Playstation All-Stars.
- Collaborated with producer and development stakeholders to coordinate pipelines and project goals.

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SKILLS

User-centered Design, UX Strategy, Design Management, Figma, Sketch, Design Systems, Customer Journey Mapping, Visual Design, Usability Testing, Stakeholder Management, Mobile-first Design, Accessibility, Information Architecture, Prototyping, A/B Testing, Sketching, Adobe Creative Cloud, Wireframing and Flows, JIRA and Confluence, HTML, CSS working knowledge

EDUCATION

The Art Institute of California - Los Angeles, 2008 - 2010

Associate of Science, Graphic Design - with Honors, 3.61 GPA

AWARDS AND HONORS

Best of Quarter

Fall 2008 - Observational Drawing, Spring 2009 - Grid Systems, Fall 2009 - Typography III, Winter 2010 - Typography IV

Honor Roll Quarters

Dean's List - Fall 2008 / Spring 2009, President's - Winter 2010, Honor Roll - Spring 2009, Graduated Cum Laude 3.61 GPA

Art Awards

2007 1st Place 13th District Congressional Art Award, 2007 1st Place NAACP ACT-SO Art Award, 2007 Scholastic Art Award

CERTIFICATIONS

McKinsey & Company Management Accelerator

Business Strategy & Problem Solving Course 2022