

Cameren Smith

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SUMMARY

Customer-centric product leader with 4+ years guiding enterprise programs from vision to execution. Experienced in uniting Product, UX, and Customer Success to deliver scalable systems that enhance experience, speed, and quality.

EXPERIENCE

Product Manager, Enterprise Design Systems

Simpson Strong-Tie

October 2022 – October 2025, Remote

- Oversaw delivery of Strong-Tie's enterprise design system (STUDS), unifying branding, modernizing legacy apps, and improving customer health metrics.
- Reduced design-to-dev handoff by ~20% and code volume by 30% through reusable components and standardized CSS variables.
- Defined long-range vision and roadmap; launched AI-assisted Figma prototype plugin, centralized documentation hub, and governance framework to scale adoption.
- Facilitated cross-functional workshops with Product, Sales, and Customer Success to align on KPIs, OKRs, and design standards.
- Partnered with UX Research on A/B tests and usability studies to drive continuous improvement and data-informed iteration.

Customer Success Manager

Soar

December 2021 – September 2022, Remote

- Managed customer relationships end to end in HubSpot CRM, tracking CSAT, NPS, and adoption metrics.
- Led onboarding and training for small businesses and content creators to help them integrate analytics and optimize workflows.
- Managed Soar's book of business, holding proactive value reviews to drive renewals and upsells.
- Reduced churn by 15% in Q1 and generated 10+ client referrals through consistent engagement and support.

Customer Success Engineer

XL.net

September 2021 – December 2021, Remote

- Partnered with Salesforce and Support teams to identify recurring client issues, driving SPA and platform stability fixes.
- Consolidated customer inquiries and pain points into a centralized Confluence repository; advised team on pressing issues to reduce inbound support volume by ~10–15%.

EDUCATION

Bachelor's in Management Information Systems

University of Wisconsin-Milwaukee • Milwaukee, WI • 2015

CERTIFICATIONS

Professional Scrum Product Owner II

scrum.org • 2024

Professional Scrum with User Experience

scrum.org • 2023

Professional Scrum Master I

scrum.org • 2022

Certified Jira Administrator

Atlassian • 2022

ICAgile Team Facilitator

ICAgile • 2022

SKILLS

JavaScript • TypeScript • React • Node.js • Python • CI/CD • Agile Methodologies • Roadmaps • PRDs • KPIs • OKRs • RACI • Change Management • Negotiation • CRM • Salesforce • HubSpot • Office • Excel • PowerPoint • NPS • CSAT • SUS • QA • Figma • ScriptRunner • Jira • Confluence • GA4 • Crazyegg • UX • Facilitation • Scrum • QBRs • MBRs • PowerBI • Tableau