Cameren Smith

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SUMMARY

Skilled facilitator and servant leader, delivering modern experiences through high quality UI, code and UX research. Relentless customer focus and transparent goal-setting with high attention to detail.

EXPERIENCE

Product Manager, Platform Experience

Simpson Strong-Tie   **October 2022 - October 2025, Remote**

- Defined vision for unified branding, communication, design and code across Platform and other Strong-Tie cloud apps; improved sprint output, reduced design-to-dev handoff by over 20% and cut inline code bloat by over 30% across internal teams through scalable React/C# components and CSS vars.
- Introduced a microfrontend architecture allowing .NET and web teams to seamlessly integrate and deploy within Platform.
- Oversaw documentation site, contribution model and governance framework to scale STUDS design system adoption company-wide.
- Facilitated cross-functional workshops with Product, Sales, and Customer Success to align on KPIs, OKRs, and UX standards.
- Partnered with Product Designers and Researchers on market trends, A/B tests, and usability studies to drive continuous improvement and data-informed iteration.
- Used Jira for sprint planning and backlog management; maintained documentation and requirements in Confluence; tracked milestones and portfolio progress in Dragonboat.

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

AI for Product Management

Pendo.io • 2025

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

Technical & Tools: JavaScript • TypeScript • React • Node.js • Python • CI/CD • PowerBI • Tableau • Figma • Jira • Confluence

Product & Process: Agile • Scrum • Roadmaps • PRDs • KPIs • OKRs • RACI • Change Management • QA • Facilitation

Customer & Business: CRM • Salesforce • HubSpot • QBRs • MBRs • NPS • CSAT • SUS • UX • Analytics (GA4, Crazy Egg) • Office Suite (Excel, PowerPoint)