CAM SMITH

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SUMMARY

High-EQ product leader and customer advocate adept at stakeholder management and delivering experiences at scale. Known for communication, organization, transparency, and aligning customers, product designers, developers, and leadership to a shared vision and strategy. Routinely communicate with Director- and C-level stakeholders while wearing multiple hats as Jira admin, code contributor, and design system architect—helped build an AI-assisted prototyping plugin and product design ecosystem—while contributing to interfaces for one of the largest U.S. manufacturing companies. Over 4 years combined Customer Success and Product experience delivering high-impact enterprise solutions across channels and stakeholders.

EXPERIENCE

Product Manager — Enterprise Design Systems
Simpson Strong-Tie • Remote | Oct 2022 – Oct 2025

- Oversaw delivery of Strong-Tie's S.T.U.D.S. corporate design system unifying branding, improving customer health metrics, updating guided training materials, and revamping legacy apps—reducing design-to-dev hand-off ~20% and cutting lines of code ~30% via reusable components & CSS variables.
- Authored long-range vision & roadmap; managed creation of a platform documentation hub, AI-assisted Figma prototype plugin (leveraging variables and templates), and a formal governance & contribution framework.
- Facilitated workshops with product, sales engineers, customer success, and marketing to align on KPIs/OKRs, assets, processes, and documentation.
- Coordinated build-out of documentation hub, Storybook, demo deployments, and 50+ Figma components and prebuilt feature templates; shipped corresponding C# Blazor and React implementations with Storybooks; leveraged Tricentis for QA automation and Playwright for visual regression testing, adherent to WCAG AA accessibility standards.
- Partnered closely with UX Research on A/B tests, usability studies, and interviews to drive continuous iteration and improvements.
- Continuously groomed backlog and user stories with the scrum team; prioritized features with highest business value and ensured Definition of Done compliance before release candidacy.

Customer Success Manager
Soar • Remote | Dec 2021 – Sept 2022

- Managed customer relationships end-to-end in HubSpot CRM, tracking lifecycle stages, onboarding milestones, renewal cadences, and executive stakeholders.
- Led structured onboarding and training for small businesses and content creators to adopt the platform, navigate dashboards, and integrate analytics tools into workflows.
- Partnered with Product to surface client feedback, apply MoSCoW prioritization, and translate insights into actionable roadmap items.

- Drove subscription tier upgrades and renewals with tailored success plans and ROI narratives for decision-makers.
- Served as primary point-of-contact across SOAR's book of business, coordinating via Slack/Discord for timely asynchronous communication.
- Created training, onboarding, and process documentation to improve enablement and transparency between product and client; contributed to positive NPS and referrals.
- Held regular value and health reviews aligning business objectives with expectations; refined JTBD framing for emerging market segments.

Customer Success Engineer

XL.Net • Remote | Sept 2021 – Dec 2021

- 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; analyzed themes to proactively reduce inbound support volume by ~10–15%.

Database Administrator

Symmetry Corporation • Milwaukee, WI | Jan 2020 – Sept 2021

- Managed and optimized SQL Server databases with routine indexing, query tuning, and maintenance to sustain 99.9% uptime.
- Automated backup and recovery processes reducing restore times by 30% and ensuring data integrity.
- Performed deduplication and cleanup to minimize storage overhead and improve efficiency.
- Executed snapshot and reimage procedures to safeguard production data during critical updates.

EDUCATION

B.Sc. Management Information Systems
University of Wisconsin – Milwaukee | Sept 2011 – Dec 2015

SKILLS

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

PROJECTS

STUDS Documentation Hub — React, Node.js, HTML, Playwright — https://studs.strongtie.io/quickstart

Overwatch Tactical Card Game — React — https://camerensmith.github.io/owtacticards/

• Personal project based on fork of Activision-Blizzard's IP

SupermaulTD — Python, pygame, pymunk — https://camsmith.itch.io/supermaul-td

• Personal project based on WC3-style maps

CERTIFICATIONS

IBM User Experience Design — IBM — 2025

AI for Product Management — Pendo.io — 2025
Professional Scrum Product Owner II — scrum.org — 2024
Professional Scrum with UX — scrum.org — 2023
ICAgile Team Facilitator — ICAgile — 2022
ICAgile Certified Professional — ICAgile — 2022
Professional Scrum Master I — scrum.org — 2022
Certified Jira Administrator — Atlassian — 2022