Lachlan Campbell

Worldwide web design & taste engineer

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Experience

Design Engineering Lead, Watershed
Feb 2021–present • San Francisco, CA

Prolific UI engineer across enterprise product used for measuring ≈1/3 of U.S. carbon emissions, building features including AI-accelerated reporting and AI data analysis tools

Created & lead product design system Rainfall, internationalized for thousands of screens as company scaled from 12 to 400

Storytelling, Feb 2021–Aug 2022

Owned watershed.com marketing site for 2.5 years, which won 2024 Webby award for Corporate Social Responsibility

Collaborated with brand designer to design Watershed's logo, identity, & 2021–23 marketing campaigns

Head of Storytelling, Hack Club
Sep 2017–Aug 2019, Mar–Nov 2020 • San Francisco, CA

Led web/brand/product design & development for startup nonprofit teaching high schoolers to code, while scaling membership from 1K to 20K students

Led design & development of fiscal sponsorship platform for nonprofits, Hack Club Bank, now >$80M transacted

Co-wrote donor-facing newsletters, attracting & renewing donors including Elon Musk & Tom Preston-Werner

Product Engineering Intern, Highrise
Summer 2015 • Remote

Volunteer

Lead Organizer, ITP Stupid Hackathon
February 2025 • Brooklyn, NY

10th annual one-day useless projects hackathon, 50+ participants, with press coverage by the *Times of London*, *Daily Mail*, *Gizmodo*, *Futurism*

Creator & Lead Organizer, Hack Pennsylvania
January 2019 • State College, PA

Ran Pennsylvania's largest-ever high school hackathon, 111 participants, leading team of six organizers & raising $15k including from Vercel

Designer, COVID-19 Global Hackathon
April 2020 • Online

Designed branding & built website for the world's largest hackathon of 2020, a collaboration of Meta × Hack Club × partners

Education

New York University
B.F.A. with distinction, Interactive Media Arts
Tisch School of the Arts

Rhode Island School of Design
Pre-College Program • Industrial Design

Exhibitions

American Toxics
May 2025 • ITP Spring Show • Brooklyn, NY

Immersive gallery show & website mapping U.S. toxic waste sites through website, live LLM, laser-cut mobile, large-format prints, audio

Flareup
Dec 2023 • St. Agnes gallery • Berlin, Germany

Interactive gallery installation exploring U.S. fracking & natural gas exports to Europe

Open source

Theme UI, 2021–23, a design system CSS-in-JS library used by Disney, Porsche, and the United Nations Statistics Division

Call to Action, 2016, website for citizens to call Congresspeople, press coverage by Bloomberg

Storyteller, Centre Sustains
Dec 2020–Jan 2021 • State College, PA

Designed & built open source website for local government sustainability efforts

Organizer, Windy City Hacks
June 2019 • Chicago, IL