Lachlan Campbell

Worldwide web design engineer & storyteller for progress

lachlanjc.com   lachlanjc@hey.com

Experience

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

UI engineering 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 Watershed product design system Rainfall, used by nearly a hundred engineers & thousands of screens

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 fourteen 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*

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

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

Ran Pennsylvania's largest-ever high school hackathon, 111 participants

Led team of six organizers, raised $15k including from Vercel

Education

New York University
B.F.A. with distinction, Interactive Media Arts
Tisch School of the Arts
May 2025 • New York, NY

Rhode Island School of Design
Pre-College Program • Industrial Design
Summer 2017 • Providence, RI

State College Area High School
2015–2019 • State College, PA

Other experience

Interact Fellow   2025

Baboon to the Moon
Model for spring 2025 Bloom campaign

Open source engineer (selected)

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 to call Congresspeople, covered by TechCrunch

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

Designed & built open source website for local government sustainability efforts

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