Lachlan Campbell

Design Engineering Lead

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Experience

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

Longest-tenured engineer (employee #12/400); created & own our design system; developed thousands of product screens & features; evolved frontend architecture; guided design/eng hiring

Lead UI engineer for platform used by 90 Fortune 500 enterprises measuring ≈1/3 of U.S. carbon emissions, most recently building frontend for AI features across data analysis & reporting tooling

Storytelling, Feb 2021–Aug 2022

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

Co-designed Watershed logo, brand identity, & 2021–23 marketing

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 & engineering of open source fiscal sponsorship platform for nonprofits, now >$80M transacted by 7K organizations

Co-authored 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
Feb 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
Jan 2019 • State College, PA

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

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

Open source

Theme UI, 2021–23, co-maintainer
Design system CSS-in-JS library used by Automattic VIP, U.N. Statistics Division, French gov, GoDaddy, Gatsby (Netlify), & Glitch (Fastly)

Call to Action, 2016, co-creator
Website for citizens to call Congresspeople, press coverage by *Bloomberg, TechCrunch*

Exhibitions

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

Immersive gallery show & website mapping U.S. toxic waste sites through website, LLM + RAG, 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

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

Designed & built open source website for local government sustainability efforts

Designer, COVID Global Hackathon
April 2020 • Online

Designed branding & built website for the world's largest hackathon of 2020, run by Meta