

Lachlan Campbell

Senior 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 $\approx 1/3$ of U.S. carbon emissions, building features including AI-accelerated reporting and AI data analysis tools

Created & lead Rainfall, a design system enabling rapid product development across thousands of screens; unblocked company scale from 12 \rightarrow 400 employees while driving UI consistency, accessibility, and performance

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

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, 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*

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

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