

Cameron Jipp

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Product-focused designer and developer building modern SaaS platforms, consumer apps, and digital systems with an emphasis on strategy, UX, and end-to-end execution.

PROJECTS & PRODUCTS

VRTL Score

2026 – Present

AI Authority Platform

An AI authority platform helping agencies measure and improve how brands appear across LLMs like ChatGPT, Gemini, and Claude. Led the product from concept to launch.

- Designed the full product experience, onboarding flow, dashboard UI, and reporting workflows from scratch
- Created the AI Authority Index scoring system to quantify brand visibility across LLM responses
- Built white-labeled reporting systems enabling agencies to deliver branded intelligence to their clients
- Handled branding, product positioning, and go-to-market messaging alongside technical implementation
- Developed across the full stack: Next.js, TypeScript, Supabase, Stripe, and Vercel

GymBro Health/Brotein

2025 – Present

iOS Consumer App

A mobile-first iOS nutrition and accountability platform built around protein tracking, AI-powered meal analysis, and community motivation mechanics.

- Defined product strategy, visual identity, and onboarding experience end-to-end
- Designed social and accountability mechanics to drive retention and habitual engagement
- Crafted App Store presentation, positioning, and growth direction for the consumer market
- Applied mobile-first UX principles and user psychology to maximize daily active engagement

Freelance Product Design/Development

2023 – Present

Client Work

Designed and built digital products for startups, eCommerce brands, and interior design companies delivering modern digital experiences across web and commerce platforms.

- Built conversion-focused marketing sites and storefronts using Next.js, Astro, Shopify, and Vercel
- Developed responsive, mobile-first design systems and brand identities across verticals
- Managed full project lifecycles: discovery, wireframing, design, development, and deployment
- Delivered for furniture and interior design brands, eCommerce companies, and early-stage startups

SKILLS

Strategy: Product Strategy, Brand Positioning, UX Research, Product Design

Design: UI/UX Design, Design Systems, Figma, Mobile-First Design, Prototyping

Development: Next.js, React, TypeScript, Supabase, Stripe, Vercel, Astro, Shopify

Craft: Full-Stack Development, SaaS Architecture, Reporting Systems, API Integrations

EDUCATION

Lane Community College

Eugene, OR

Associate of Arts Oregon Transfer (AAOT)

Coursework in Computer Science and Business, combining technical systems with product and strategic thinking.