

Josh Clark

Senior Director of Product Design

I'm a Product Design leader, focused on driving B2B and B2C growth, through improving customer value. I have 20 years of design experience, 10 years leading design initiatives, 5 years leading, growing, and managing teams.

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EXPERIENCE

Affinity, San Francisco, CA (Remote) — *Director, Product Design*

2023 - PRESENT

- Supported growth from \$50M to \$60M ARR through building, managing, and guiding a team of product designers in product strategy execution.
- Identified and prioritized largest customer problems, influenced product strategy and roadmap, and led teams through discovery and design processes to build viable product solutions.
- Defined and leveraged key metrics to measure the success of outcomes for customers and the overall CRM business.

VideoAmp, Santa Monica, CA (Remote) — *Senior Director, Product Design*

2018 - PRESENT

- Supported growth from a \$200M to \$1.4B valuation by building, managing, and leading a team of UX designers and researchers to execute product strategy.
- Increased cost effectiveness by enabling Marketing Science, Client Success, and Sales through design and delivery of the VideoAmp SaaS Enterprise Platform
- Provided self service customer value by designing reporting tools that connected cross channel campaign data to actionable visualizations and insights.

Verizon (Oath), Baltimore, MD — *Sr. Product Designer*

2017 - 2018

- Increased Product, Design, and Engineering productivity through Design System creation, delivery, and management.
- Improved user experience across Verizon's Ad Platforms through design consistency, and platform consolidation by rolling out strategies for Design System adoption.
- Improved Design System components and workflow paradigms by leveraging user feedback, iterating and building a design culture focused on improving user efficiency and value delivered to users.

EDUCATION

Bridgewater College

1999-2003, Cum laude

Bachelor of Arts

Major Fine Art

Minor Computer Science

SKILLS

Design Leadership & Coaching

Product Design

User Experience (UX) Design

Project Management, Agile

User Interface (UI) Design

Design Systems

Enterprise SaaS Design

HTML, CSS, JS

User research, testing

Persona Development

Design Thinking

Wireframes

Workflow Diagrams

User Journeys

Information Architecture

Product Strategy Planning

Sketch, Figma, Invision, Adobe

Visual Design

AOL, Baltimore, MD — *Principal UX Designer*

2011 - 2017

- Instrumental in Verizon acquiring AOL for \$4.4B in 2015, by designing the overall user experience and supporting design system for One by AOL.
- Helped to drive product requirement and roadmap prioritization by identifying user needs, workflows, journeys, and objectives.
- Delivered user value via AOL's Ad Platforms (DSP, SSP, DMP, etc.) through design iteration and incorporated user feedback.

Commercial Media, Bel Air, MD — *Design Lead*

2010 - 2011

Mind Over Machines, Owings Mills, MD — *Senior Designer*

2007 - 2010

Natoli Design Group, Perry Hall, MD — *Graphic & Web Designer*

2006 - 2007

Josh Clark Design, Owings Mills, MD — *Graphic & Web Designer*

2003 - 2006