

Don Clark : 404-492-8192 : don.clark.ux@gmail.com

Seasoned UX design professional with over two decades of experience, bringing exceptional project management, leadership, and communication skills to the table. Proficient in a comprehensive suite of design software and more including Figma, UserCrowd, UserTesting, Airtable, Azure DevOps Server, JIRA/Confluence, Trello, Adobe CC, Microsoft Teams, SharePoint, Miro, PowerBI, Tableau, and more.

PROFESSIONAL EXPERIENCE

Product Designer - FT remote

7/2021 - 11/2023

<https://www.alogent.com/>

I was tasked with migrating the UX and UI of our IE-only xbaap application to a modern, cross-browser web app. Working closely with the EIM team, we successfully achieved this goal. At the time of my departure, we were in the process of developing feature updates for version 7.2 of the product, scheduled for release in late March 2024. Additionally, I collaborated with the Product Owner, Software Development Manager, and UX Designer of the NXT product to create the UX/UI of FASTdocs 7.0.

- Successfully migrated the UX and UI of our IE-only xbaap application to a modern, cross-browser web app
- Played a key role in the development of feature updates for version 7.2 of the FASTdocs product
- Collaborated with the Product Owner, Software Development Manager, the UX Designer of the NXT product and other stakeholders to create the UX/UI of FASTdocs 7.0

Product Designer - PT remote

7/2021 - 6/2022

<https://www.plume.com/>

As a Senior UX/UI Product Designer Consultant, I collaborated with Plume.com to improve their user experience and website performance. Ultimately resulting in increased conversion rate and reduced bounce rate. This involved:

- User Research: Analyzing customer journeys, identifying pain points, and conducting user testing.
- Design & Prototyping: Designing and iterating on solutions based on research findings.
- Data Analysis: Evaluating results from user testing to determine the effectiveness of proposed solutions.
- Roadmap Development: Creating a plan for implementing the most impactful changes.

This project aimed to optimize the customer funnel, leading to a potential increase in conversions and decrease in website abandonment.

Key Skills Utilized:

- User research and testing
- UI/UX design and prototyping
- Data analysis and interpretation
- Project management and communication

Product Designer - FT mostly remote

11/2020 - 5/2021

<https://www.salesvista.com/>

I joined this small team to contribute to the UX/UI design of their upcoming mobile app. Embracing the challenge, I delved into understanding the sales process, sales team management, and the complexities of commissions. My responsibilities encompassed creating the iOS and Android app store pages, guiding both packages through the app store approval process.

<https://play.google.com/store/apps/details?id=com.salesvista.himalaya>

<https://apps.apple.com/us/app/salesvista/id1563488777>

Tools employed: Figma for establishing a design system, crafting wireframes and prototypes; Pinterest for asset collection and sharing; Microsoft Teams and Slack for seamless communication; Ghost.org for maintaining the website's blog using Markup; Clubhouse for fostering collaboration with outsourced mobile app development.

Senior UX Designer - FT onsite

3/2019 – 9/2020

<https://www.aarons.com/>

I collaborated with the Ecommerce team to enhance the user experience of our website across desktop and mobile platforms. My primary focus was to eliminate checkout friction points, while also contributing to storefront improvements. Additionally, I provided consulting services to other teams to ensure consistency in internal and external interfaces, adhering to our brand guidelines.

Gathering qualitative feedback through user testing of prototypes and mockups was an integral part of the process. My deliverables included interactive prototypes, comprehensive test plans and summaries with detailed results, data analytics, style guides, icon libraries and guidelines, sitemaps, and user flows.

UX Designer - FT onsite

07/2018 – 1/2019

<https://www.homedepot.com> - https://www.homedepot.com/c/Pro_Xtra

Worked within the emerging technologies group on PRO/B2B web and mobile apps, and the Loyalty Rewards Program (updates).

- Improved consistency of components throughout app by aligning DEV team on details of the designs via Zeplin (spec tool).

- Made many updates to the app within budget requirements and Agile focused deadlines.

<https://hdapps.homedepot.com/CustRecogPortal/#/workbench>

- Worked with many other special projects to grow my understanding of other Home Depot divisions projects and requirements.

- B2B app experience successfully launched on September 10th 2018.

- Delivered enhancements in each of the 3 major App releases since launch, including features such as Native Purchase History, Scan to Add Receipt, Recent Purchases and Quick Links homepage cards.

- Since launch, 2,400 unique app users have logged into a B2B account. Conversion rate currently stands at 5.4% (compared to 4.5% on B2B Mobile Web and 0.84% on B2C App) driving \$280K in gross demand.

- In the last 30 days, App has made up roughly 25% of all visits to the B2B experience and 15% of gross demand

- YTD CSAT rating among Pro customers through 1/17: 77* (Foresee survey not yet being prompted for B2B customers)

Product Designer - FT remote

08/2017 - 3/2018

<https://klera.io>

- Traveled to Indoor India to work with the development team for 3 weeks - to research and understand application uses, capabilities, client needs and expectations.
- Aligned stakeholders in the redesign of the UI and migration of the application to Google's Material Design framework.
- I lead the education and training of the development team in Material Design based in India.
- Using the Agile software development process, work with engineers daily to resolve open design questions.
- I implemented several UX changes of the application based upon client feedback.
- Helped team present and answer questions about the tool at the product launch - 2017 Atlassian Summit in San Jose California.
- Review product support feedback and make recommendations for product enhancements.

UX Designer - FT onsite

7/2016 – 6/2017

SITA – <http://www.sita.aero>

Responsible for Customer/Experience Design for a range of products including ticketing, reservations and more. Responsible for identifying, defining and developing interface designs that cross Passenger Solutions products and other SITA solution lines; shared/common elements of product architecture across SITA's Next Generation Passenger Sales and Services suite of products; and improving product planning and lifecycle processes and tools for Passenger Solutions.

- Conceive of mobile digital experiences that are comprehensive, easy to use, and result in increased revenue, improved usability and customer satisfaction
- Maintain ownership of product roadmaps for apps across mobile, tablet and desktop devices
- Create and maintain competitive information and analysis
- Oversee projects to ensure delivery of high quality products

One of the testing tools we used for capturing user feedback in real-time (face/eyes, audio of tester telling us what they are thinking as they are trying to tasks, and screen capture with cursor): Techsmith Morae - Usability testing tool. <https://www.techsmith.com/morae.html>

Freelance Consultant/ UX Designer

6/2015 – 7/2016

Georgia State University – <http://www.gsu.edu>

I worked with the admissions team to connect Tableau to their database to be able to produce real time reports on data for student enrollment projections for upcoming semesters. We also worked towards creating dashboards of regional area data as we merged from Georgia Perimeter College into Georgia State University. I also performed Scrum Master duties for our group.

Continued support of various divisions via a consulting team lead by Ken Quattlebaum, PMP CSM - Director of Information Systems. (Formerly Georgia Perimeter College - now GSU)

Product Designer

8/2015 – 7/2016

Centers for Disease Control (CDC) http://www.atsdr.cdc.gov/dthhs/office_of_director/grasp.html

Assist CDC-ATSDR's Geospatial Research, Analysis and Services Program (GRASP) teams by designing the UI for different web-based data driven applications.

- Migrated previous offerings from Adobe Flash to a responsive design system via Bootstrap.
- Leveraged PowerBI for data analytics
- Unified the UI for a more consistent display of data and information presented.
- Created low fidelity wireframes using Axure RP for wider review and discussion with team members.
- Designed high-fidelity mockups using Adobe Photoshop for Geospatial Projects at the CDC | ATSDR | GRASP to get sign-off on final designs.

Senior Multimedia Developer

11/2012 – 10/2014

Aspen Marketing Services (now Epsilon) - <http://www.aspenms.com> - <https://us.epsilon.com>

- Worked closely with account teams to develop digital strategies for our clients
- Design and testing of user interfaces that we created, wireframes, storyboards, animations, creative concepts and working prototypes to meet the clients marketing request Pitched different ideas and solutions to best enhance the outcome of the project
- Remained up-to-date with the latest technologies and trends to deliver the best result for the client and the company
- Agile / Waterfall Development, UX/UI Design, Graphic Design, Website Design, Consultation, Customer Relations, Wireframing, Art Direction, Flash, AS3, Javascript, Dreamweaver, Acrobat, InDesign, Hype HTML5, Keynote, Social Media, Photography, Microsoft Office, PowerPoint, Quicktime, Photoshop, After Effects, Illustrator, Audacity, Illustration, Axure and Balsamiq Wireframes, HTML

EDUCATION

Bachelor of Fine Arts in Graphic Design & Art History

Savannah College of Art and Design - 1993

Portfolio can be viewed here:

<https://www.behance.net/donaldus>

<https://www.linkedin.com/in/donaldcransonclark>

My related skills (to help push my resume up in bot scan): Responsive, Adaptive, Native, User Interface Design, Wireframing, User Experience, User Acceptance Testing, User Interviews, User Analysis, User Feedback, Customer Experience Management, Prototyping, Agile Methodologies, Usability Testing, Personas, Journey Mapping, Workshops, Process Flow, Design Thinking, Critical Thinking, Design Strategy, User Experience Design (UED), User-Centered Design, User Interface Design, User Experience Strategy, Interaction Design, Figma, Adobe CC, Sketch, Confluence / JIRA, UX Research, Web Content Accessibility Guidelines (WCAG), User Experience (UX) Research, Information Architecture, Design Standards, Product Development, Mobile Interface Design, Content Strategy, UX Writing, Content Style Guide, Business-to-Business (B2B), User Interviews, E-commerce, Customer Loyalty, Creative Problem Solving, IT, DevOps, SDLC, Computer Science, Stakeholder management, Generative AI, AI

Prompting, Prompt Library, LLMs, Machine Learning, AI Agents, Chatbot, Conversational Designer, ChatGPT, Google AI Studio, Perplexity, Claude, Google Bard, Midjourney, Azure AI, Microsoft Copilot and more.