Paul Clark

San Francisco, CA

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Principal UX/UI Designer

User-focused lead designer experienced in managing the design process for mobile/IoT devices, web-based, and SaaS applications in B2C and B2B environments. Especially adept at leading content and data-driven projects that engage and drive continual interaction with new and existing customers.

Expertise

Web, Mobile, & IoT Device UX **l** UX/UI Design Process & Standards l User Flows & Process Mapping Detailed Site Mapping **l** Design Pattern Library, Style Guide, & Production-ready Asset Creation l Product Management **l** Agile & Lean-UX Methodologies

PROFESSIONAL EXPERIENCE

DellEMC   San Francisco, CA   **2017–Present**

Establish, standardize, and evolve the User Experience across DellEMC.com and DellTechnologies.com.

Principal UI/UX Designer

UX Practice Lead on "Scrum Team 6," tasked with designing and maintaining a library of components used on all Dell/EMC and Dell Technologies properties. I present to the Leadership Team regularly on the status of the library and am a consultant to outside creative agencies that use our library for campaigns and creative outside the two main domains. As the first designer on the team I'm also building out a process to be rolled out across all SCRUM teams.

Leading the redesign of DellEMC's Adobe Enterprise Manager (AEM) component library, reducing component count from 40 to 24 and reducing views from 180 to 60.

Collaborate with the various product owners to define requirements and guidelines for AEM Components and scope the design team's effort per sprint. Work with product owners and scrum masters to prioritize UX deliverables and manage the workload across team. Building out a Design process to incorporate Creative and UX into DellEMC's existing SCRUM process. Mentoring two junior UX designers. Managing an external agency assisting in the component redesign.

Building out DellEMC's comprehensive Web Pattern Library for all design elements and interactions across all DellEMC digital properties.

Designed the Component Library website (cafe.delltechnologies.com - launch Q3) housing all documentation and guidelines for components as well as foundational style guides.

Western Union Digital   San Francisco, CA   **2014–2017**

Western Union's (WU) customer-focused online and mobile division delivering digital experiences.

Principal UI/UX Designer

Lead UX designer on the Platform Optimization and Global Know Your Customer (KYC) teams. Chartered with conceptualizing and creating product designs that shape the future of WU and also maintain the present digital offerings. Oversee workload of team of three. UX/UI deliverables include wireframes, flow diagrams, and pixel-perfect Sketch™ files.

- Leading the UX for Western Union's Facebook Bot, featured at the F8 Conference.
- Leading UX initiative to transform westernunion.com from a static website into a responsive, consistently branded platform across 933 corridors on 24 sites serving 200 countries and 70 languages on desktop and mobile devices. Currently A/B testing these responsive designs against the old ones, and finding completion is up by 4%+.
- Manage design team's workload, deliverables, and timelines. Collaborate across product owners and product managers to determine requirements and scope and to estimate work across projects. Work with product owners and scrum masters to prioritize UX deliverables and manage the workload across team. Implemented process that improves workload efficiencies. Recognized by management as a champion of change with an efficient and calm work and communications style, even when under pressure.

- Design multi-phase KYC features including automating (web and mobile) manual process of sending money and one of WU's most complex, important, and lucrative products. Currently integrating the stand-alone document upload tool into the flow across the website and apps. Work thus far has led to a 50% increase in user registration, and send money completion rate is up 4x.
- Collaborate with team to design, build, gain agreement on, and roll out WU's first design pattern asset library. Manage project including team design sessions, asset creation, usage training, and interactions with teams (across the WU corporate brand) who will be building their own assets.

Apollo Group   San Francisco, CA   **2011-2014**

Fortune 500 higher education provider for working adults through subsidiaries, including the University of Phoenix.

Associate Creative Director and Senior UX Designer, University of Phoenix (UOPX)
Helped direct the creative strategy and execution of marketing campaigns and digital programs aimed at 1M+ new and current students as well as alumni across three schools. Managed team of 4 designers and writers.

- Led the design and development of marketing assets across digital (web, email, social), mobile, print, TV, and trade show channels. Partnered and collaborated with brand and trade show managers and strategists to develop creative strategy and confirm creative brief and client requirements could be/were met. Ensured consistent user experiences and branding across all output, and often ran weekly debrief meetings for creative directors.

- Redesigned the entire email template system from desktop only to a responsive system. Worked across marketing to develop requirements and with engineering to build the system and templates. Created user documentation and trained staff. System led to an increase in email programs. Open rates improved by 30%, and deletions went down by 45% in first year.
- Worked cross-functionally to gather requirements, built wireframes with functional specifications, and created process and information flows and site maps for web applications and websites.
- Designed a "Brand Portal," a central repository for all of UoPX' branding assets, templates, image libraries, etc.

Castlight Health   San Francisco, CA   **2011**

Provider of an employee health benefits platform.

Mobile UX Designer
Led the design of Castlight Mobile (iOS and Android), a personal healthcare dashboard (https://itunes.apple.com/us/app/castlight-mobile/id503468685?mt=8) and designed the user interfaces for other apps. Collaborated with product management, engineering, marketing, sales, and clinical teams to gather requirements and develop designs based on user interviews and feedback. Also presented new products to management and gave competitive analysis presentations. UX/UI deliverables included wireframes, flow diagrams, and finished designs.

Ustream (Acquired by IBM)   San Francisco, CA   **2010-2011**

Leading provider (80M viewers) of live-streaming end-to-end video solutions.

Senior User Experience Designer, Device
Led UX design for iPhone, iPad, and Android apps and for ustream.tv. UX/UI deliverables included wireframes, flow diagrams, and prototypes.

- Designed a variety of potential new product apps including device apps and an app for major partner, Panasonic, for their Viera TVs. Presented designs to CEO and board or directors for consideration and approval. Many launched apps received industry praise.
- Took on additional project to upgrade the functionality of Ustream's websites. Worked with product management and corporate leadership to define user experience focused requirements and process flows and to design website interactions and processes including new registration, broadcasting console, video player, and events calendaring.
- Led design team in developing Ustream's first-ever cross-screen platform (internet, mobile, TV) standards (interactions, icons, vocabulary, etc.). Gained agreement across company and from the Board.

Freelance UX Lead   San Francisco, CA   **2008–2010**

Provided UX/UI design expertise to clients including Blue Shield of California, TechSoup, and Vertigo Software. Designed UI for Blue Shield's member portal, redesigned UI for online billing application, and led Bazaarvoice integration. Translated business requirements into website and application functionality for TechSoup, mapping the user flow and content 'funnel' for the redesign. Also redesigned the UX for TechSoup's main website as well as the registration and donation request processes. At Vertigo worked with clients, visual designers, and engineering on several design projects including one with Microsoft and the Wall Street Journal to use cloud storage across desktop and mobile platforms.

IODA (Acquired by Sony)   San Francisco, CA   **2007–2008**
Global digital distribution company providing a platform for indie musicians and labels.

Senior UI Designer
Recruited as sole UI designer on product team, designing new products and product enhancements. UX/UI deliverables included wireframes, Photoshop mock-ups, flow diagrams, style guides, sitemaps, and UI specs.

- Architected and designed user experiences and interfaces for customer facing tools: IODA's first product dashboard enabling artists and labels to manage their releases, view and pay royalties, and get statistics on plays, downloads, etc. and a digital download store enabling artists to create label-specific download stores and manage their inventory. All tools were well accepted by users.
- Co-created IODA's first product design style guide used by product and marketing teams and collaborated with marketing to design internal digital tools for the creation of newsletters, press releases, and email blasts. Tools enabled more frequent customer communications and more efficient marketing production.

EMC/Documentum   Pleasanton, CA   **2006–2007**
Global enterprise content management software.

Senior UI Designer
Recruited as UI designer for 3 major products. UX/UI deliverables included annotated wireframes (static and clickable), sitemaps, UI specs, process documentation, and heuristic and competitive analyses.
- Co-designed UIs for key functions of the core platform (WebTop), including integrating Crystal Reports, and upgrading import, search, and preferences functions with expanded functionality and ease of use.
- Designed the UI for the integrated development environment, using the Eclipse SDK. Engineering team moved to this environment when the project was completed.
- Selected to as member of cross-functional team chartered with defining UX group's process as part of the software development lifecycle. With the EMC acquisition worked with director to determine process for UI and design teams should work with engineering. Created a best practices design process and worked with engineering leads to integrate and merge the processes.

Cox Media/Autotrader.com   Atlanta, GA   **2005–2006**
The U.S.'s most visited third-party car shopping site.

Senior Interaction Designer
Recruited as UI design lead for Autotrader's search engine. Designed taxonomies, keyword matching, and search strategies. Also, redesigned the search interface for autotrader.com. UX/UI deliverables included wireframes, usage reports, and design recommendations based upon research.

Genex   Atlanta, GA   **2004–2005**
Web design and development firm.

Senior Information Architect
Architected redesigns of client websites and wrote UI functional specifications. Worked with account managers and business development on strategies and proposals to secure new business and expand client engagements. Project deliverables included wireframes (static and clickable), sitemaps, user flows, functional

and UI Specifications, deliverable definitions, process documentation, heuristic and competitive analyses, and standards documentation.

Logic Technology, Inc.   Atlanta, GA   **2000-2004**
Global provider of IT solutions.

Senior UI Designer
Recruited as UI designer and information architect for client, GE Energy Marketing Communications/e-business (gepower.com). Led the look and feel for all public websites and extranet applications. UI deliverables included wireframes (static and clickable), sitemaps, user flows, functional and UI specifications, deliverable definitions, process documentation, heuristic and competitive analyses, and standards documentation.

- Designed UI for extranet (GEPartsEdge.com, $1B+ in online sales) and intranet (GE Energy Marketing Portal and GE Energy Product Encyclopedia). Worked with client to ensure all requirements were met.

- Handled ongoing site updates and enhancements such as developed the site hierarchy and navigation schemes through three major sit redesigns; integrated new Power Systems acquisitions into the gepower.com environment; and continually optimized the search engine. Developed strong client relationship that endured even through projects with tight timelines and budgets.

- Wrote support processes and documents including information architecture process/documentation for the gepower.com team, extranet UI standards, and co-wrote guidelines for content managers. Recognized across internal and GE teams as creating support materials that enabled faster more efficient updates.

THINK.   Atlanta, GA   **1997-2000**
Web design and development agency

Senior Web Producer
Served as lead Information Architect and Producer, leading the production department for the redesign of AT&T nee BellSouth's corporate Internet site and managing the update and maintenance of two of their intranets.

- Created production schedules and estimated jobs based on a client's given budget. Performed follow-through and ran traffic to ensure jobs were being completed within the given time and resource constraints
- Wrote technical recommendations and specifications for Engineering and Production
- Trained new Web and Production Specialists
- Designed, created, and set-up, and maintain Web pages for the inter and intranets

Southern Company   Atlanta, GA   **1995-1997**
Second largest gas and electric utility holding company in the U.S.

UI Designer
Managed the Information Resources departmental Intranet and was directly responsible for its development, maintenance, and strategic direction

- Created web-based interfaces for our homegrown suites of Windows applications using HTML and Java Script
- Developed HTML-based prototypes for proposed applications for management sign-off
- Designed, created, and set-up, and maintain Web pages for the inter and intranets
- Principal in redesign of Southern Company's Internet site. Worked extensively with individual entities to develop a cohesive look and feel for Corporate Identity and Branding as well as provided guidance for Vendor company
- Developed template systems for the intranet and internet websites
- Created logos, graphics, and various illustrations for Web pages
- Trained Management and Staff on Web technologies

CNN   Atlanta, GA   **1995-1996**

Cable news network

Web Editor/ Associate Producer
At CNN (formerly CNN Interactive), I was on the team that launched CNN.com.

- Produced interactive news packages and video segments for CNN.com, including special features for the 1996 Olympic games: designing, gathering news elements (video, images, etc.), and packaging the final product
- Trained new Web Editors

TECHNICAL SKILLS

Adobe Creative Suite; OmniGraffle; Sketch; Axure; Microsoft Visio; InVision; HTML and CSS

EDUCATION

University of Georgia   Athens, GA
BA, Journalism with minors in Business and English
Cum laude and Golden Key Honor Society