

# JOHN CLARKSON

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## Technical

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Audition  
Adobe AfterEffects  
Sketch  
InVision  
MarvelApp  
JIRA  
Confluence  
Usertesting.com  
Microsoft Office 360  
Scrum & Kanban

Pratt Institute of Art  
Brooklyn, NYC

Film and Photography  
3.4 GPA

Dean's List 7/8 semesters

## Owner & Creative Director

Sunmonkey Design 2001 to Present

Provide full-stack UX/UI services for a variety of clients. Current projects include medical coding and billing, and decision management and analytics for large-scale government programs.

## Senior Director, UX & Creative

Identity Guard February 2017 to April 2019

Acquired in 2019 - Rebranded as Aura

Led UX/UI and marketing design for Identity Guard, a subscription-based identity and credit monitoring service. Oversaw UX/UI teams for the core web-based service and native mobile experiences, consumer and enterprise marketing websites, and concept and design for marketing initiatives. Worked closely with executive, product and dev teams to coordinate vision and prioritization within Kanban and Scrum environments.

- Created initial interaction and UI design for the SaaS website and native mobile apps.
- Championed and introduced user-based quant/qual feedback into the product lifecycle, including usertesting.com, metrics, and user interviews and surveys.
- Provided creative direction for a digital & print marketing, including social media, display ads, direct mail, trade show and sales events.
- Created brand book and ensured all company creative complied with brand specs.
- Created and hosted company-wide 'State of UX' town halls.
- Hired UX and marketing design teams: defined roles, career paths, and process.
- At time of hire, stock was 70 cents per share. The company was acquired two years later for \$3.72 a share.

## Director of UX

Neustar July 2014 to September 2016

Built and led Neustar's UX team, the NUX Studio. The Studio was a centralized design consultancy providing wide-spectrum UX/UI support for internal, enterprise and consumer-facing teams. Clients included Marketing Services, Data Services, and Safety and Security. Neustar's products were powerful and complex experiences, leveraging large amounts of data to inform and facilitate a user's decision making process, be they marketing specialists building campaigns, IT security working a DDoS attack, or franchise planners scouting locations.

- Supported and developed strong relationships with five product teams spread across four locations: Northern Virginia, Chicago, San Francisco and San Diego.
- Led UX/product evolution of the Neustar UX (NUX) toolkit, a bootstrap-based design system leveraged by all Neustar engineering teams. I worked as product owner of the toolkit, and liaised closely with our internal clients to set pattern design and development priorities.
- Designed conceptual models and workflows for Project Blueprint, an initiative to merge several disparate and complex marketing analytics solutions into a single holistic, cohesive experience.
- Created data visualization best-practices style guide and handbook: defined palettes, chart and graph designs, and best practices for various data 'narratives'.

## Director of UX

YTL Communications / Yes April 2010 to December 2013

Kuala Lumpur, Malaysia

Provided UX/UI and brand expertise for Yes, the world's first nationwide 4G broadband network.

## Director of Design, AIM (AOL Instant Messenger)

AOL July 2004 to January 2010

Led team of twelve interaction and UI designers for the \$250 million-a-year brand, AOL Instant Messenger (AIM). Oversaw experience for the AIM messaging clients (Windows, Mac and web based), and for the AIM marketing/download portal and digital properties.