

JOHN CLARKSON

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Building and Leading
UX Product Teams

Generative &

Evaluative Research

Persona & Journey/Service
Map Creation

Prototyping

Wireframes

Visual Design

Information Design

Scrum & Kanban

Figma

Protopie

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Pratt Institute of Art
New York City

Film and Photography
Dean's List 7/8 semesters

UX Product Design Lead

Versed / Main Digital / Sunmonkey Design 2019 to Present

Provide UX design services as UX team lead and individual contributor. Clients include Ciena, T. Rowe Price, Estes Shipping, BlockFi, TruCode, and Coverent.

- Ciena: Providing UX support for a rebrand and redesign of Ciena's website.
- T. Rowe Price: Established personas, journey maps, and UX recommendations for the Technology org's recruiting process. Conducted 46 interviews with internal SMEs and stakeholders.
- Estes Shipping: Conducted synthesis of interview data and creation of persona and journey map artifacts.
- BlockFi: UX Product lead on multiple initiatives. Developed UX for two new accounts types, Wallet and Private Client Interest-Bearing Account (high net-worth clients). Worked closely with product leads to explore, test, and establish design direction, build out and document solution sets, and with dev to ensure implementation met UX and product expectations.

Senior Director, UX & Creative

Identity Guard February 2017 to April 2019

Provided UX and marketing leadership for Identity Guard, an industry leader in identity protection services. Managed UX design teams for web and native app product experiences, as well as the marketing and e-commerce portals. Worked closely with executive, product, and dev teams to coordinate product vision and prioritization within a hybrid Kanban/Scrum environment.

- Established research methodologies to drive product/UX direction, including user-centric quant/qual research: interviews, surveys, customer service feedback, and site tracking and usage metrics and analytics.
- Worked with an external agency to research our competitive space and deliver new positioning statements.
- Directed an external agency in designing and developing a new Identity Guard e-commerce portal reflective of updated brand positioning.
- Provided creative direction for all digital & print marketing, including social media, display, direct mail, trade show, and sales events.
- Refreshed the IG brand book and ensured all creative complied with brand specs.
- Created 'State of UX' town halls for increased UX/Product transparency across the company.
- Established UX Design as a department and a discipline: defined roles, career paths, and UX design process.

Director of UX

Neustar July 2014 to September 2016

Established and managed Neustar's UX/UI/Research team, the NUX Studio. The NUX Studio was an internal design consultancy providing research and design for internal dev and product teams. Clients included Marketing Services, Data Services, and Safety and Security product teams.

- The NUX Studio supported five product / dev teams across four U.S. locations: Northern Virginia, Chicago, San Francisco, and San Diego.
- Led evolution of the Neustar UX (NUX) design system. As product owner and creative director, I liaised with internal partners to establish requirements and timelines, managed task creation and the backlog.
- Established conceptual models and workflows for Project Blueprint, a company-wide initiative to merge several disparate and complex marketing analytics solutions into a single, unified platform and experience.

Director of UX

YTL Communications / Yes April 2010 to December 2013
Kuala Lumpur, Malaysia

Director of Design, AIM (AOL Instant Messenger)

AOL July 2004 to January 2010