JOHN CLARKSON

Passionate, innovative UX leader with 25 years experience in crafting effective, inspiring digital solutions.

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LinkedIn   www.linkedin.com/in/sunmonkey
Portfolio   Available On Request

PROFESSIONAL EXPERIENCE

Vice President, Brand and Creative

Intersections / Identity Guard   February 2017–April 2019

Reimagined Intersections core platform, Identity Guard, redesigning the identity monitoring and protection application from the ground up. Created an interaction model and information architecture that successfully accommodated shifting priorities and rapid growth over the following two years. Rebuilt marketing collateral and digital presence around concise, consistent and well-researched brand positioning and value propositions.

Director, Neustar UX Studio

Neustar   July 2014–September 2016

Created and managed UX, IxD and visual design for Neustar's centralized UX org, the NUX Studio. The Studio facilitated innovation through user-centered research and created product experiences for internal and external-facing teams, underpinned by Neustar's massive data set. Supported teams included Marketing Services, Data Services, and Safety and Security.

- Rapidly scaled the UX team: onboarded five full-stack UX designers and a front-end developer in under twelve months.
- Oversaw UX/product direction of the Neustar UX (NUX) toolkit, a GUI library leveraged by all of Neustar's cloud-based applications.
- Created and implemented Studio growth and engagement road maps, including task management, prioritization and resource balancing.
- Implemented a research structure that brought UCD processes to Neustar's product initiatives.
- Coordinated deliverables with product owners and dev teams in DC, San Francisco and San Diego.

Director of UX

YTL Communications   April 2010–December 2013
Kuala Lumpur, Malaysia

Provided user experience, brand, and marketing expertise for Yes, the world's first nationwide 4G broadband network.

- Defined the UX vision for Yes Life, a telephony/messaging client for Windows, Mac, Android and iOS (iPhone and iPad) platforms. Created detailed wire frames, interaction flows, visual mocks, and specs.
- Designed and maintained user guides for all product offerings, including all copy and visual design.
- Established and policed brand guidelines for the umbrella Yes brand and sub-brands: Yes Life, Yes World, and Generation Yes.

HIGHLIGHTS

- Creative professional with 25 years in user-centered design and product development in agile environments.

- Proven track record building and managing UX teams.

- Deep experience in all facets of UX: research and testing, interaction design, visual design, information architecture, and prototyping.

- Excellent writing, presentation, project and strategic planning, and mentoring skills.

EDUCATION

Pratt Institute of Art, Brooklyn

Film and Photography
3.4 GPA, Deans List 7/8 semesters

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PROFESSIONAL EXPERIENCE

Director of UX [continued]

YTL Communications   April 2010–December 2013
Kuala Lumpur, Malaysia

- Defined UX for Yes Life Web, a first-in-market web-based communications hub, including VoIP, SMS, email, cloud storage, and contact syncing.
- Worked closely with Product owners and dev teams (most remotely located) to ensure product vision was defined and developed accurately and efficiently. Mentored product owners on document creation and project management.
- In the 22 months following launch, our products and devices enabled 12+ million voice call minutes and 4+ million SMS.

Director of Design, AIM (AOL Instant Messenger)
AOL   2008–2010

Led usability and visual design teams for the $250 million-a-year brand, AOL Instant Messenger (AIM). At the time, AIM had 25 million active users and ranked as the most popular messaging client in the U.S.

- Oversaw a team of 6 visual designers and 6 interaction designers.
- Developed methodologies that enabled effective integration of creative tasks within an Agile development environment.
- Created and hosted a highly successful weekly design show n' tell session that drew participation from all corners of AOL.
- Managed the from-the-ground-up redesign of AIM 7 for Windows; in the 150K+ person beta group for AIM7, the term 'design' peaked at 89% positive sentiment, the highest ranking for design ever.
- Redesigned the AIM.com portal experience; created new product pages. Saw marked increase in secondary page views and time spent on site.
- Worked with Facebook and Twitter for AIM Lifestream, AOL's social media aggregator. Managed all UX aspects of AIM Lifestream V2.
- Created and managed UX of AIM Express, AOL's Flash-based messaging solution for the web.

Principal Interaction Designer, AIM, AOL Search
AOL   2005–2008

Lead interaction designer for the AOL Instant Messenger and Search design teams, responsible for interaction design for flagship AIM clients, including AIM 6 for Windows, and a host of other AIM products and initiatives.