JOHN CLARKSON

Passionate, innovative UX leader with 25 years experience in crafting user-centric digital solutions.

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PROFESSIONAL EXPERIENCE

Freelance UX Consultant

Owner, Sunmonkey Design April 2019 to Present

Currently providing UX services to clients in healthcare and program decision analysis and refinement.
• TruCode - Provide UX services to a top-tier medical billing solution for hospitals, health systems, and billing contractors.
• Coverent – Coverent harnesses data to design, implement, and evaluate high-ROI marketing and customer experience initiatives for public, private and government sectors. We've been translating their powerful data-gathering and analysis toolkit (currently analog) into a robust, digital experience.

Vice President, Brand and Creative

Intersections / Identity Guard (acquired, now Aura)
February 2017 to April 2019

Led UX initiatives for Identity Guard, an online identity and credit monitoring subscription service, including web-based and native mobile app experiences with a focus on AI-enabled future-detection of risks and vulnerabilities, alerts and resolution. Worked closely with executive, product and development teams to coordinate vision, priorities and timelines within an agile environment. The product suite was reinvisioned and a MVP released within four months of my start date.

Was creative director for all digital and traditional marketing, including social media, direct mail, tradeshow and sales events. Established and provided brand support and guidance across all company initiatives.

Director, Neustar UX Studio

Neustar July 2014 to September 2016

Built and led Neustar's UX team, the NUX Studio. The Studio was a centralized design consultancy, providing research and wide-spectrum UX support for internal and external-facing teams. Clients included Marketing Services, Data Services, and Safety and Security. These were expansive, complicated experiences that were undergoing radical shifts in product direction and experience.

- Rapidly built the UX team: onboarded six full-stack UX designers (two remote) and a front-end developer in under twelve months.
- Oversaw UX/product direction of the Neustar UX (NUX) toolkit, a GUI pattern library utilized by all of Neustar's dev teams.
- Implemented a research structure that brought user-centered design processes to Neustar's product initiatives for the first time.
- Coordinated UX efforts with product and dev teams in DC, San Francisco and San Diego.

MISCELLANY

- Creative professional with 25 years in user-centered design and product development in agile environments.
- Deep experience with SaaS, native mobile and tablet, both consumer and enterprise.
- Proven track record building and managing successful UX teams.
- Enjoy being hands on and designing day to day.
- Deep experience in all facets of UX: research and testing, information architecture, interaction design, visual design, and prototyping.
- Excellent writing, presentation, strategic planning, and mentoring skills.
- Great at building solid working relationships with product, dev and QA teams, local and remote.

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

YTL Communications April 2010 to December 2013
Kuala Lumpur, Malaysia

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

- Headed UX for Yes Life, a telephony/messaging client for Windows, Mac, Android and iOS (iPhone and iPad). Created all wireframes, interaction flows, visual mocks, prototypes and specs.
- Managed remote development team in Gurgaon, India and Sydney, Australia.
- Designed and maintained user guides for all product offerings, including copy and visual design.
- Established and policed brand guidelines for the umbrella Yes brand and sub properties: Yes Life, Yes World, and Generation Yes.
- Defined UX for Yes Life Web for web, smart phone and tablet. As a full-featured communications suite, YL Web included VoIP, SMS, email, cloud storage, and contact syncing across devices.
- Worked closely with Product owners and Dev teams (most remotely located) to ensure product vision was communicated 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 2004 to 2010 (various positions)

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 a newly adopted agile development environment.
- Led innovation workshops to explore product concepts, initiate discussion.
- Created and hosted a weekly design show n' tell session that drew participation from across AOL.
- Managed the from-the-ground-up redesign of AIM 7 for Windows. At that point in time, the Windows client was the flagship AIM experience.
- Redesigned the AIM.com portal experience; created new product pages, with increases in secondary page views, time spent on site, and application downloads.
- 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, a web-based messenger.