

Haley Clark

User Experience & Creative Direction

An innovative, award-winning UX designer motivated by building connections with users through deep research and understanding, through the lens of user centered design. Detail-oriented, self-motivated, collaborative, highly curious, and always looking for the next great solution to every creative challenge.

Experience

Senior UX Designer, Sept 2021 to Present
NI (formerly National Instruments) – Remote

Lead UX projects for ni.com through the full design process, identifying business goals and objectives, conducting comprehensive UX research, initial wireframes, pixel perfect full interactive prototypes, user testing, and documentation delivery and design QA with developers.

Run workshops for stakeholders and non-designers on exercises such as customer journey mapping, prioritization of roadmap objectives, and product discovery.

Pioneered pilot program for a new continuous customer interview and user research process for entire organization's product teams, including training resources. End implementation resulted in teams practicing weekly customer interviews and implementing insights into product discovery process and roadmap.

Senior Designer, Oct 2019 to Sept 2021
Wolters Kluwer – Remote

Lead division level global visuals for internal and external marketing and communications, including creative lead for CEO and senior leadership decks, brand development, and creative strategy and competitive analysis.

Directed global recruitment strategy project to improve holistic user experience from application to onboarding, integrating content strategy and nurture flows, persona development, user experience on candidate website, and total service design.

Graphic Designer, April 2016 to Sept 2019
Dun & Bradstreet – Malibu, California

Developed UI and UX improvements to dnb.com, validating design changes through user testing, A/B testing, analytics, and user research.

Worked on brand development and logo design, packaging, print, illustration, environmental design, infographics, marketing campaigns, one sheets, landing pages, newsletters, and emails.

Confidently led design process through kickoff meetings, creative briefs, design sketches, prototyping, research, graphics development, revisions, and final production.

Experience (continued)

Assoc. Graphic Designer, May 2015 to March 2016
bebe Stores Inc. – Los Angeles, California

Developed creative for brand partnerships with Hearst, Glamour, Popsugar, Refinery29, Style Coalition, and Polyvore.

Created catalogs, mailers, postcards, store assets, billboards and signage, as well as website and app design, and digital adverts.

Graphic Design Intern, June 2014 to Aug 2014
Mattel Inc. – El Segundo, California

Graphic Design Intern, May 2013 to Aug 2013
Dun & Bradstreet Credibility Corp – Malibu, CA

Education

Bachelor of Fine Arts, Graphic Design

Graduated May 2015, Summa Cum Laude
Cumulative GPA 3.93
Woodbury University, Burbank, California

User Experience Certification

Certificate completion September 2021
Cumulative GPA 4.00
UCLA Extension, Los Angeles, California

Software

Figma, Adobe Creative Cloud Photoshop, Illustrator, XD, InDesign, AfterEffects; Zeplin, Sketch, Keynote, Microsoft Office suite; Final Cut Pro, UserTesting.com, Miro, Mural, InVision, LucidChart.

Awards

2015 International Design Awards
Honorable Mention for L'Heritage Seed Packaging

2015 Graphis Inc. International
Merit Award for L'Heritage Seed Packaging

2015 American Package Design Award
L'Heritage Seed Packaging