

# Jacob Clark

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**Summary** Results-oriented digital creative & software delivery professional with over 20 years of experience building and leading teams that deliver exceptional interactive experiences.

**Experience** June 2017 - Present Accenture/Pillar Technology Columbus, OH

## Experience Architect

- UX and Delivery consultant developing intelligent products and platforms including autonomous vehicle technology, custom big data platforms, and national energy providers
- Currently the Lead UX architect and front-end consultant for the Smart Columbus Operating System, a custom, cloud agnostic big data platform, delivered continuously as a part of the USDOT Smart Cities grant and supporting all major Smart Columbus initiatives
- Liaison between Digital Experience team and Delivery practice within the Accenture Industry X.0 organization, working with teams to integrate the best ideas into an iterative approach for delivering successful software
- Deliver strategic, tactical and implementable solutions utilizing collaborative white boarding sessions/sketching, user flow/journey mapping, wireframes, interactive Axure/Invision prototype, UI code PRs, UX/Interaction specifications within JIRA/Confluence documents

May 2013 – June 2017 Rogue Fitness Columbus, OH

## Director, E-Commerce Operations

- Drove and sustained 20% YOY online revenue growth over a 4-year period
- Pushed multiple major projects over the finish line, including platform upgrades, redesigns, front end re-architecture, and the Rogue Mobile App
- Website analytics, metrics (Google Analytics Premium)
- Website optimization via testing strategies (oPtimize, Adobe Target)
- Email planning, execution and metrics reporting (Exact Target)
- Built and implemented Paid Search (PPC/SEM) management programs
- Website merchandising and product affinity
- Devised process of iterative project planning and execution
- Vendor sourcing, negotiation and management
- Sales, product, market analysis
- Managed an e-Commerce team of 22 with four direct reports, including front/back-end web developers, UX designers, content managers, search analysts, and merchandisers

### User Experience Architect

- Developed and delivered a responsive checkout solution that increased conversion by 14%
- Partnered with the Responsive Design stakeholders to strategize the design and technology solutions for converting the existing Gap.com codebase to a responsive architecture and presentation layer (Includes all Gap properties, such as Banana Republic, Old Navy, Piper Lime, and Athleta)
- The solution merged existing desktop and mobile checkouts to one responsive codebase within Gap's current front-end architecture
- Developed a Gap-focused front-end prototyping methodology to assist engineers to collaborate iteratively with user experience and design teams
- Designed and developed several hi-fidelity prototypes of current and future states of a responsive Gap checkout
- Worked closely with Merchandising, Marketing, Web Production, and Technology teams to ensure that individual solutions are in place to accommodate each department's unique needs going forward, including catalogs, promotions, sales
- Worked with the Technical Manager and Project Managers to create the cycle, iteration, and release calendars, as well as prioritize each phases of the project

### User Experience Manager

- Led and completed projects that increased conversion for desktop by 4%, 16% for mobile throughout 2011
- Created and managed the EXPRESS user experience team
- Solution architect and chief strategist for the 2012 Express.com responsive redesign, allowing Express to serve all devices through one codebase
- Designed and developed multiple new and enhanced front end components for Express.com
- Designed the first Express mobile app to pull in live product inventory as well as realtime social media feeds, and multimedia content via various existing and custom APIs
- Designed and developed entire front end for Express mobile website (<http://m.express.com>)
- Work collaboratively with Creative Services, Operations, Merchandising, Marketing, and Information Technology teams to design and create compelling, effective, usable, insight-driven web sites, applications and interactive experiences that drove towards a 360 degree, omni-channel experience

### **Digital Creative Director**

- Curated and developed all digital assets, marketing, and product management for Justice web store
- Developed Social Media strategy to begin marketing through digital channels such as Twitter and Facebook
- Project Lead for the redesign and development for the 2009 relaunch of <http://shopjustice.com>
- Developed Search Engine Marketing (SEM) Banner Ad campaign and strategy, driving over 50% of website traffic through paid search
- Managed a team of up to 5 designers at any given time
- Developed strategy, designed, and developed 2009/2010 redesign & relaunch of Justice intranet.

### **User Experience Manager**

- Integral input into the 2008 launch of DSW.com E-Commerce site
- Concept and execution of marketing campaigns, from editorial photoshoots to designing and delivering homepages, landing pages, category headers, interactive marketing, email, and site look-and-feel
- Developed campaign workflows
- Managed team of five web designers and three photo retouchers

### **Art Director**

- Primary UI and Interaction designer. Features included custom AJAX quick-view and portable shopping cart, guided navigation, refreshless shopping
- Worked with online merchants to develop engaging interactive collection headers that include heavy use of multimedia, including 360 degree fashion model spinset photography and videos
- Managed Product Photography workflow, from external vendors to internal CMS
- Planned and executed 2008 redesign and re-launch of Limited Too's online presence including:
  - Re-designed <http://limitedtoo.com> creatively from the ground-up
  - Primary UI and Interaction designer. Features included custom AJAX quick-view and portable shopping cart, guided navigation, refreshless shopping.
- Responsible for all implementing all creative campaigns from conception to execution
- Managed Production workflow
- Managed team of two production designers

### **Art Director**

Developed bold new interactive enhancement campaign to refresh global website presence with a primary focus on the customer-facing global corporate website, now a part of IBM

- Designed, planned, and prepared strategy to upgrade several outdated static html global websites to the current Microsoft Content Management System
- Provided all creative for major global user interface refresh, including a complete user interface overhaul and restructuring of the current information architecture
- Responsible for ongoing usability analysis and enhancements spanning 12 global websites
- Designed and developed over 50 pieces of original interactive creative for Sterling Commerce, including customer-facing web, direct marketing (including email blast templates, related microsites, and interactive banner advertisements)

### **Senior Interactive Designer**

- Integral part of the design team for the 2005 relaunch of the Netscape Portal
- Contributed original design to crucial elements of the portal including branding, layout, functionality, and several self-contained Flash demonstrations and introductions. Built extensive and robust working Flash models of the portal for use in user research and Executive approval
- Heavily involved in the design and User Interface testing of the latest Mozilla-based Netscape browser, including original design and the construction of several working Flash models user research testing
- Contributed to the Daily publishing and E-Commerce vendor services of the now-defunct [www.netscape.com](http://www.netscape.com) portal, including User Interface/ Interaction design, game design/ production, and content management
- Designed and developed over one hundred pieces of original rich media, multi-media and interactive content, including banner advertisements, daily leads, direct marketing, and ad sales

### **Web Designer**

- Designed, programmed, built and delivered Medco Health Solutions National Operations intranet. Technologies and applications used included utilizing Microsoft ASP.NET and associated frameworks, Adobe Photoshop, Illustrator, and Image ready, Macromedia Flash, Fireworks, Freehand, and Dreamweaver
- Managed, designed, tested, and implemented production intranet site specifically to announce the conversion of Merck Medco Rx Services to its own entity, Medco Health Solutions, during the fiscal year of 2002
- Integrated Macromedia Flash Actionsript with MsSQL backend database. Conceived the layout, themes, and all associated graphical elements, while directing several individuals

**Nuclear-trained Machinist's Mate/ Navy Diver**

- Maintained and operated 85 Megawatt S5W Pressurized Water Reactor
- Highly decorated for various achievements during six years of service
- Graduate of the **US Navy Dive School** in Panama City, FL. Assumed various shipboard leadership roles as Division Leading Petty Officer, Dive Supervisor, and SEAL team liaison

**Skills/  
Competencies**

- Analyzes design problems and collaborates with clients and design teams in culling clear design objectives through iterative facilitation, design thinking, and delivery model workshops
- Defines technical and design constraints, and identifies methods for clear expression of the clients' message
- Innovates and supplies clients with a wide variety of design concepts and treatments
- Creates solid graphic designs with refined typography and visual clarity that communicate ideas effectively
- Verifies design solutions against usability and heuristics standards
- Develop functional prototypes and finished projects for deployment across various media
- Experienced front-end web and mobile application developer
- Skilled Design Operations, Agile & Lean UX Coach, Delivery Executive

**Skills &  
Technologies**

- Adobe CC Suite (xD, PS, AI, AN), Sketch, Figma, Axure, Invision, Miro, JIRA, Github/Zenhub
- Experience Design
- Creative Direction
- Design Thinking & Facilitation
- UI Design
- Responsive Design
- Mobile Design
- Research & Strategy
- Content Strategy