

Jared Clark

Digital Creator

About Me

I work best in teams of designers, engineers, and product managers and provide strategy and organized management of digital products. I am able to communicate effectively and with deep understanding across all teams with my varied skillset.

I come from a background in design, and I love spending my free time playing music, learning web development, and unplugging on the trail.

Contact

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Education

B.A. Visual Arts Graphic Design & Photography

University of Arkansas Fayetteville, AR
Aug 2011 - May 2015

Professional Experience

Director of Digital Strategy & E-commerce

Lauren James Fayetteville, AR

Lead direct reports within the marketing team to ensure they have the tools, technologies, and know-how they need to run successful campaigns on three different Shopify sites. Collaborate with stakeholders and engineering to understand how to consolidate or replace third-party technologies to increase profit and margins and reduce customer acquisition cost. Manage agency partners & budgets associated with each. Perform research and competitive analysis to stay current on strategies and marketing stacks of peers and competitors in the market.

Oct 2018 - Today

UX & Digital Product Manager

Lauren James Fayetteville, AR

Conducted research, gather requirements, and determine prioritization of work to be completed in areas such as marketing and on-site experiences. Worked with stakeholders and engineering to design and assist in the development of the site's user interface. Monitored site data to determine feature roadmaps and enhancements to the on-site experience.

Oct 2017 - Oct 2018

Lead UX Designer

Lauren James Fayetteville, AR

Designed and assisted in the development of the overall user experience as well as the user interface of laurenjames.com. Designed landing pages and campaigns to support e-commerce functions alongside the marketing team. Worked with the Director of Digital Strategy to encourage engagement and retention by deploying a rewards & referral program.

Oct 2016 - Oct 2017

UX/UI Designer

Aristotle Interactive Little Rock, AR

Worked with the creative director, project managers, and other designers to create and manage the user Interfaces of websites in tourism, government, and nonprofit spheres. Created microsites using Webflow and assisted development team by providing CSS during handoff. Worked with the design team to increase site performance with image compression methods and by optimizing SVG markup.

Aug 2015 - Sept 2016