Jared Clark

Digital Creator

About Me

I provide digital strategy for direct to consumer brands. I have a background in design, and a love for learning web development in my free time. My skills allow me to produce digital products along side teams of designers, product managers, and engineers.

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 cost of goods sold. Manage agency partners/vendors & budgets associated with each. 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

Managed the structure and processes around the Sales and Marketing funnels on laurenjames.com to decrease bounce and increase sales. 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 front end functionalities. Monitored data around customer retention using third-party apps to enhance 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 ecommerce 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 User Interfaces for websites in tourism, government, and nonprofit spheres. Created microsites for clients using Webflow and assisted development team by providing CSS during handoff. Work with the design team to increase site performance with image compression methods and by optimizing SVG markup.

Aug 2015 - Sept 2016