Jared Clark

Principal UX Product Designer

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Summary

Principal UX Product Designer with 10+ years leading digital product transformation for enterprise SaaS and e-commerce clients. I combine user research methods (Jobs-to-Be-Done, contextual inquiry, ORCA) with AI-augmented design workflows to deliver zero-to-one products that drive measurable business impact. My approach bridges UX design, product management, and software development to solve complex problems at scale.

Professional Experience

Principal Product Designer

Kitestring Technical Services • Jul 2022 - Present • Remote

- Led end-to-end UX strategy for enterprise digital transformation initiatives serving 100,000+ users, engaging cross-functional teams of designers, developers, business analysts, and technology architects across multiple client engagements
- Drove product strategy and design execution for zero-to-one platform launches, achieving 200% increases in user adoption and $6M+ cost savings
- Created and executed UX research program including onsite contextual inquiry, stakeholder interviews, JTBD, and ORCA workshops to inform payment platform serving 150+ dealerships across 12 states
- Designed next-generation mobile point-of-sale (POS) solution enabling sales associates to complete transactions on sales floor, eliminating customer wait times at fixed registers and modernizing 20-year-old legacy system

Senior Product Designer

RevUnit • Apr 2019 - Jul 2022 • Remote

- Designed B2B data visualization SaaS platform for Fortune 500 retailer Walmart, enabling CPG brands to access real-time sales performance insights across retail locations
- Led UX design for enterprise legal management platform serving Walmart's internal legal team and outside counsel, consolidating legacy systems and streamlining case workflows
- Designed Handled, a moving services app with computer vision inventory features, leading design team from concept through acquisition in 2019

Lead UX Designer → Director of Digital Strategy

Lauren James • Oct 2016 - Mar 2019 • Fayetteville, AR

- Led 10-person marketing and design team for multi-brand e-commerce retailer, directing UX strategy and technical implementation across three direct-to-consumer brands
- Designed cart and checkout experiences using customer research and analytics, improving conversion rates and average order value
- Directed $1M flash sale campaign integrating product design, and marketing strategy

UX/UI Designer

Aristotle Interactive Aug 2015 - Oct 2016 • Little Rock, AR

- Designed and maintained the design of government (.gov) and state tourism departments.

Education

Bachelors Visual Arts - Graphic Design & Photography
University of Arkansas Aug 2011 - May 2015 • Fayetteville, AR

Skills

Jobs-to-Be-Done (JTBD) • Contextual Inquiry • User Testing • Persona Development • Journey Mapping • Service Design • ORCA Methodology • Stakeholder Interviews • Figma • Design Systems • Prototyping • Wireframing • Responsive Design • Mobile-First Design • Accessibility (WCAG) • Information Architecture • HTML/CSS • JavaScript • React Components • Azure DevOps • API Integration • Agile/Scrum • Git • Developer Handoff • Cross-Functional Team Leadership • Product Strategy • Stakeholder Management • Workshop Facilitation • Change Management • OKRs • Roadmapping • AI-Augmented Design Workflows • Generative AI Integration