Shannon Clark

User Experience Researcher

[Research Portfolio](#) [LinkedIn](#)

Summary

Shannon Clark is a seasoned User Experience Researcher with a wealth of experience spanning over 8 years in creating user-centric experiences across diverse sectors including health, finance, and retail.

Her roles have encompassed leading cross-functional teams, advocating for user-centered research, and delivering exceptional products. Here's a detailed overview of her work experience:

Relevant Work Experience

DMI, Remote, NC
Lead User Experience Researcher — May 2022 - December 2023

- Directed UX design initiatives, achieving a 90% client satisfaction rate.
- Presented designs and research findings to clients and stakeholders, advocating for user-centered design principles.
- Created design templates, patterns, and standards to support UX staff and operations.
- Used Figma, Qualtrics, and Miro to streamline production and share updates with teams.
- Mentored junior UX engineers, enhancing team capabilities and project outcomes.
- Analyzed and recommended improvements based on user data and business objectives.

Skills: User Research, Information Architecture, Interaction Design, Visual Design, Usability Testing, UX Writing, Design Systems, Collaboration, Leadership, Problem-Solving, Empathy, Adaptability, Prototyping, Wireframing, Mock-ups, Data Analysis
Tools: Figma, Sketch, Invision, UserZoom, Google Analytics, Microsoft Teams, Zoom, Miro, GitHub, Jira

The Home Depot, Remote, NC
User Experience Researcher — December 2021 - May 2022 (Contract)

- Led research initiatives and implemented user-focused design changes, resulting in a 20% increase in software adoption.
- Utilized data analytics to identify and optimize key user interactions.
- Improved customer satisfaction scores by 15% through iterative design improvements.

Skills: Prototyping, Wireframing, Mock-ups, Design deliverables, Advanced User Research, Strategic Design Thinking, Information Architecture, Usability Testing, Data-Driven Decision Making
Tools: Figma, Slack, Jira, Tableau, Google Analytics, GitHub

NCR Corporation, Remote, NC
User Experience Researcher — September 2021 – December 2021 (Contract)

- Architected and deployed a master template for banking systems, improving time-to-market and customer satisfaction.
- Used a research-driven approach to enhance wireframes and user experiences.

Skills: User Research, Design Thinking, Agile Methodologies, Usability Testing, UX Content Strategy, Data-Driven Decision Making, Prototyping, Wireframing, Mock-ups
Tools: Figma, Slack, Jira, Google Analytics, GitHub

LexisNexis, Raleigh, NC
User Experience Researcher — February 2021 - August 2021 (Contract)

- Developed a new alert feature, enhancing user retention and satisfaction.
- Applied data science principles to optimize server response times and improve user experience.

Skills: Design Thinking, Agile Methodologies, Usability Testing, User Interface Design, Prototyping, Wireframing, Mock-ups
Tools: AdobeXD, Microsoft Teams, Monday.com, Google Analytics, GitHub

3Birds LLC, Chapel Hill, NC
UX Researcher — August 2016 – February 2020 (Full-time)

- Conducted usability testing of automotive websites, including Lexus, Honda, and Toyota, to evaluate the user experience across branches in the United States.
- Collaborated with colleges to develop innovative methods for dealerships to present digital coupons on a user-friendly platform.
- Analyzed and synthesized data from 50+ nationwide dealerships, identifying key trends and insights that led to a 20% increase in conversion rate and $500k in additional revenue annually.

Skills: User Research, Usability Testing and Evaluation, UX Content strategy, Low-Fi Mock-ups,Collaboration,.

Tools: AdobeXD, Microsoft Teams, Jira,, Google Analytics, GitHub,

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Education

North Carolina Central University
B.S. Family Consumer Science, Concentration in Apparel and Design — August 2012 - May 2016

Springboard Certification
UX/UI Design Bootcamp — 2019-2020

Certified SAFe® 6 Scrum Master
Credential ID 81794855-7759