

Shannon Marie Clark

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Senior UX Designer

User-Centered Design | UX Research | Data-Driven Decision Making | Agile & Cross-Functional Collaboration

Summary

I am a highly skilled Senior UX Designer with 10+ years of experience in UX research, interaction design, and product strategy. I have proven expertise in leading data-driven UX initiatives across enterprise, finance, healthcare, and government sectors. Adept at mentoring designers, optimizing design processes, and ensuring accessibility and usability compliance (WCAG 2.1). Passionate about creating seamless digital experiences that align business goals with user needs.

Core Skills & Tools

- **User Research & Testing** (Usability Testing, Heuristic Evaluations, Surveys, Interviews)
- **Interaction & Visual Design** (Wireframing, Prototyping, UI/UX Design)
- **Data-Driven Design** (A/B Testing, Analytics, Behavioral Insights)
- **Design Systems & Accessibility** (Material Design, iOS HIG, WCAG Compliance)
- **Agile & Cross-Functional Collaboration** (Scrum, Kanban, Stakeholder Engagement)
- **Tools:** Figma, Sketch, Axure, InVision, UserZoom, Google Analytics, Jira, Miro

Professional Experience

Senior UX Consultant (UX Design & Research) | TCG (FEC Contract) | Sept 2024 – Present

- Led UX research and strategy for FEC's e-filing system, identifying and addressing workflow inefficiencies.
- Conducted usability testing, stakeholder interviews, and heuristic evaluations, driving a 30% reduction in filing errors.
- Designed high-fidelity wireframes and prototypes, ensuring accessibility compliance (WCAG 2.1).
- Advocated for a data-driven, research-first design approach, influencing product and engineering teams.
- Created design documentation, personas, and journey maps to align cross-functional teams.

Lead UI/UX Designer & Researcher | DMI (Digital Management, LLC) | May 2022 – Dec 2023

- Mentored and guided a **team of UX designers**, achieving a **90% client satisfaction rate**.
- Led design thinking workshops, aligning **business objectives with user needs**.
- Used **Figma, Qualtrics, and Miro** to optimize design workflows and collaboration.
- Ensured **95% project accuracy**, aligning designs with client specifications and KPIs.

User Experience Designer | The Home Depot | Dec 2021 – May 2022

- Designed and tested **user interfaces**, improving software adoption by **20%**.
- Optimized workflows, leading to a **25% decrease in call duration** and a **15% increase in customer satisfaction**.

- **UI/UX Designer | NCR Corporation | Sept 2021 – Dec 2021**
- Developed a **banking system master template**, reducing time-to-market for enhancements.
- Led research initiatives, increasing user engagement and conversion rates by **15%**.

Education & Certifications

- **B.S. in Behavior and Consumer Science (Design Concentration) | North Carolina Central University**
 - **Certified UX Practitioner (Springboard 2019)**
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