

# CLAY FOX

187 16<sup>TH</sup> AVE, SAN FRANCISCO, CA  
CLAY.FOX@GMAIL.COM | 650.395.8369  
<http://theclayfox.com>

SKILLS	<b>Interaction Design, Wireframing, Prototyping, Usability Testing, Information Architecture, User Interface Design, Mobile Applications, Responsive Web Design, Social Design, Competitive Analysis.</b>
PREFERRED TOOLS	<b>Balsamiq, Omnigraffle, Axure, Sketch, Keynote, InVision, HTML, CSS, JavaScript</b>
EXPERIENCE	<p><b>USER EXPERIENCE DESIGNER, FREELANCE – TEKSYSTEMS FOR GOOGLE</b> May 2017 – Nov 2017 As a User Experience Designer for TEKSystems at Google I worked as the sole design resource for a large team of engineers working on a platform that allows internal Google engineers to expose proprietary Google data to third parties securely so they can keep it up to date. I conducted user research to understand the product and user’s needs, worked with a product manager to understand the new features and requirements, developed user flows, wireframes, and created pixel-perfect mockups for a total Material redesign of the platform’s console application.</p> <p><b>INTERACTION DESIGNER, FREELANCE – WELLS FARGO</b> Feb. 2016 – Apr 2017 As an interaction designer for Wells Fargo I worked on the sales delivery team in the “explore and compare” pod. I was responsible for leading a team of visual designers, content strategists, and producers in designing new experiences for customers who were at the beginning of the sales process. I worked on a number of projects, most notably a completely revamped enterprise loyalty program, a brand new chat support initiative, and a customer screen sharing collaboration program.</p> <p><b>USER EXPERIENCE CONSULTANT – SAMSUNG DESIGN AMERICA</b> Oct. 2015 – Dec. 2015 As UX Consultant for SDA I helped the team develop a concept for a brand new product category in the mobile space. I was responsible for mobile platform research (Tizen, Android), writing user stories, developing user flows, creating wireframes, and delivering a mobile-friendly clickable prototype using InVision.</p> <p><b>USER EXPERIENCE DESIGNER / PRODUCT MANAGER – DEVPOST</b> Feb. 2014 – June 2015 As Product Manger with a focus on UX I was responsible for defining the product roadmap, conducting user research, user testing, new feature design, measuring analytics, and iterating on existing features based on feedback and performance. I was integral in creating the Explore Projects experience, the Activity Feed, the Organization Analytics Dashboard, New User Onboarding, Suggested User List, Notifications Center, and a number of other important projects.</p> <p><b>USER EXPERIENCE LEAD, FREELANCE – SCHOLASTIC</b> Aug. 2013 – Feb. 2014 As UX Lead I was responsible for architecting a new dashboard for existing teachers (as well a new onboarding experience to introduce that dashboard to teachers), creating a guest shopping experience that allowed new users of the site to begin shopping without registering, conducting usability testing, streamlining the checkout process, and helping improve their mobile shopping experience.</p> <p><b>USER EXPERIENCE DESIGNER, FREELANCE – WEBER SHANDWICK</b> July 2013-Aug. 2013 As a freelance UX designer, I worked on a project for Verizon Wireless helping them redesign their entire newsroom experience. I wrote user stories, created sitemaps, and developed interactive wireframes for a desktop and mobile version of the newsroom.</p>

REFERENCES AVAILABLE UPON REQUEST

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## USER EXPERIENCE DESIGNER, FREELANCE – MRM WORLDWIDE Apr. 2013 – June 2013

As a freelance UX designer, I worked on a number of projects for the U.S. Army and Verizon. I was responsible for developing a comprehensive sitemap for goarmy.com (500+ pages), wireframing and documenting new sections of the site, and consulting on a new interactive video experience. Additionally, I designed a few responsive promotional pages and experiences for Verizon FiOS.

## VP OF PRODUCT, CO-FOUNDER - NLYTICS Mar. 2012-Mar. 2013

As VP of Product, I was responsible for defining and prioritizing the product roadmap, writing user personas and use cases, conducting user testing, synthesizing feedback, developing user flows, creating wireframes, documenting new features, product management, managing development sprints, pre-release QA, and some front-end development.

## USER EXPERIENCE LEAD - THE JAR GROUP Dec. 2011- Mar. 2013

As UX Lead, I was responsible for a variety of client user experience projects, from total site redesigns to increasing conversions on e-commerce sites, to researching and adding additional functionality to existing sites. I worked closely with the Director of Analytics to help clients make data driven design changes, and deploy optimal user interfaces. I regularly consulted on all phases of projects, from ideation to application and site QA. I regularly lead client meetings and worked with our designers to produce interfaces that were beautiful and built to improve site and application performance.

## USER EXPERIENCE DESIGNER / PRODUCT MANAGER - BIZZY Sept. 2010 - Nov. 2011

As Bizzy's lead Product Manager, I was responsible for researching, documenting, designing, and managing new features – for which I would create wireframes and working prototypes, designing interfaces, user flow, and experiences for the Bizzy iOS, Android, mobile, and desktop web applications. I was also instrumental in transitioning Bizzy from a web first social CRM application to a mobile first recommendation engine.

## SR. PRODUCT EXPERT - BIZZY Jan. 2010 - Sept. 2010

When Bizzy initially launched I was instrumental in designing and executing the product release plans, during which I met with business owners in multiple US markets, conducted usability testing with consumers, gathered product feedback, and helped document and prioritize new product features.

## SR. CLIENT SERVICES CONSULTANT - REACHLOCAL Oct. 2008 - Jan. 2010

As Client Services Consultant I was responsible for more than 20 sales people and 400 advertisers. I consulted on advertising campaign setup, campaign QA, and website redesigns for clients as well as internal redesigns for the client and customer facing portions of our company products.

## ACCOUNT MANAGER - REACHLOCAL Dec. 2007 - Oct. 2008

I joined ReachLocal when they were a search engine marketing company for small businesses. I managed 50+ advertisers and helped them market their businesses more effectively online by analyzing campaign performance and website conversion data.

## EDUCATION

B.A. University of North Texas - August 2005

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