derrick/clark

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designer of digital products, brands, and user experiences

Senior UX and Product Designer with 25+ years of end-to-end experience designing digital products, web and mobile applications, and enterprise tools across healthcare, technology, broadcast media, and retail. I specialize in translating complex business requirements into intuitive user experiences from discovery and research through information architecture, interaction design, prototyping, and developer handoff. Equally comfortable leading design thinking workshops with stakeholders and working deep in Figma with engineering teams. My work has shipped at organizations including Providence Healthcare, Sinclair Broadcasting, Microsoft, and Sun Microsystems, consistently improving user adoption, reducing friction, and aligning product design with business outcomes.

experience

Providence | Uguru Data Sciences
Aug 2021 - Nov 2025
Senior User Experience Designer
- Led end-to-end UX design of the Accountability Matrix, a system-wide governance tool that replaced a fragmented, manual process for assigning financial reporting responsibilities across Providence's hospitals, departments, and regions. The tool automated downstream delivery of personalized financial reports and data daily, weekly, and role-specific to thousands of end users, eliminating guesswork and manual distribution that had previously required institutional knowledge to navigate.
- Designed and launched a comprehensive Help ecosystem for the ValueLens financial analytics platform, including an in-app Help sidebar, contextual tooltips (Help Points), first-time user onboarding modals with video walkthroughs, and a searchable knowledge base reducing support burden dramatically during large-scale user onboarding waves of thousands of users at a time. NPS scores improved significantly post-launch, moving the product from broadly dissatisfied to satisfied in user perception of available support.
- Integrated a headless CMS into the Help platform, enabling content managers to create and publish Help articles instantly without developer involvement, replacing a previous process that required code changes and full deployment cycles for every content update.
- Drove the full design process collaboratively with Product Managers and engineers using Agile methodologies in Jira, conducting user research, running discovery workshops, producing wireframes and high-fidelity Figma prototypes, and shepherding features from concept to production.

Sinclair Broadcasting | SparkSMB | DataSphere Technologies
Jan 2015 - Feb 2021
Interactive Designer
- Reimagined the entire B2B sales experience for a 100–150 person inside sales team, designing and shipping Point, a custom web-based sales platform that auto-populated prospect presentations with industry-specific imagery, sample ads, websites, and videos tailored to each business customer's vertical.
- Eliminated ambiguity from the sales conversation and gave customers a clear, immediate visual of what they were buying.
- Spearheaded deep integration of the Point sales tool into Sinclair's local television station websites, anchoring the product experience in trusted local TV brands customers already recognized, transforming perception of the product from an unknown quantity to a credible, branded offering.
- Designed and maintained websites, email campaigns, landing pages, and marketing collateral supporting Product, Executive, and Sales teams across the organization.

United Creations | Eben Design
Feb 2013 - Jul 2014
Senior Designer
- Designed, developed, and content-managed websites, brand identities, digital ads, and email campaigns for a diverse client portfolio spanning retail, hospitality, and professional services.
- Delivered high-quality work consistently under tight timelines and budgets, managing client communication and creative direction simultaneously.

Intune Media Group
Jun 2000 - Nov 2012
Multimedia Designer
- Designed and developed custom websites, brand systems, email campaigns, and rich media experiences for a broad client roster including radio stations, corporate brands, and ecommerce properties.
- Managed fully-hosted client services including daily content updates, domain management, and ongoing site maintenance.

core skills & toolbox

UX & Research: User-centered design, interaction design, information architecture, user journey mapping, user flows, discovery workshops, user interviews, usability testing, user personas, user stories, surveys, focus groups
Product Design: End-to-end product design, design systems, wireframes, mockups, high-fidelity prototyping, design handoff, accessibility (WCAG), cross-functional collaboration, stakeholder communication
Visual & Front-end: Web and mobile UI design, brand identity, HTML, CSS, JavaScript, PHP, responsive design
Tools: Figma, Sketch, Axure, Balsamiq, Photoshop + Adobe Creative Suite, Agile, Jira, Git/FTP, HubSpot, Zendesk, WordPress, Directus, Unbounce, MailChimp, AI/ML tools, data visualization
Personal: Creativity, levity, ingenuity, and strategic leadership

education

Art Institute of Seattle
1998 - 2000
Multimedia & Design

other achievements

- Technical Editor Rich Media: Video and Sound in Flash, Friends of Ed Publishing
- Web Award for Outstanding Achievement in Web Development, BobRivers.com
- Instructor at School of Visual Concepts, Seattle WA
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