derrick/clark

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designer of digital projects, brands, and experiences

As both an individual contributor and strategic creative leader, I charge forward initiating and implementing positive change. With broad experience in both agency and in-house settings, I have reimagined and designed digital experiences, web applications, and tools for a wide variety of clients. My scope has included technology, retail, legal, broadcast, advertising, healthcare, and other sectors. My projects support companies such as Microsoft, Sun Microsystems, Providence, Sinclair, Apptio, Renda Broadcasting, and many more.

skills

- Wireframing, mockups, and prototypes
- Web and mobile user interface design
- User centered design process including interviews, surveys, focus groups, and usability testing
- Web development
- Client communications
- Project management
- Ecommerce integration
- Ads, emails, and domain management
- Creativity, ingenuity, and leadership

toolbox

- Figma / Sketch / Axure / Balsamiq
- Photoshop and other Adobe tools
- HTML & CSS
- Some Javascript & PHP
- Text/code editors and GIT/FTP tools
- Gumption
- CMS/CRM experience including Hubspot, Zendesk, MailChimp, Tailored Mail, Unbounce, Wordpress, Directus, and more

For a viewing of my work: www.derrickclark.com

history

2021-2025
Providence | Uguru Data Sciences
Senior User Experience Designer
- Designed internal tool that associated caregivers to cost centers for distributing critical business reporting data
- Built and managed Help, Training, and Resource tools and materials for Providence finance reporting software
- Researched and built new reports and features using user-centered design processes

2015-2021
Sinclair Broadcasting | SparkSMB | DataSphere Technologies
Interactive Designer
- Reimagined sales experience top to bottom by designing and implementing custom web software solution
- Designed and rebuilt websites, email campaigns, blogs, landing pages, and other collateral
- Supported Product Managers, Executives, and Sales teams with creative and technology assets

2013-2014
United Creations | Eben Design
Senior Designer
- Designed, developed, and content managed websites, ads, branding, and email campaigns for a diverse client base
- Created high quality deliverables while working under challenging timelines and budgets

2000-2012
Intune Media Group
Multimedia Designer
- Designed and developed custom websites, branding, email campaigns, and other client assets
- Created rich media experiences showcasing products, software, and websites
- Managed daily content updates for fully managed client services

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