



Jonathan Clark

Digital Marketing + User Experience

I am a highly-strategic, user-experience designer with over a decade of experience. I provide creative direction and strategy, through design thinking principles to build strategic, user-centered journeys for effective digital marketing teams. I am passionate about the intersection of human psychology, user-behavior and digital experience. I approach all things through a creative lens, whether it be designing UIs, developing team processes or solving complex marketing challenges.

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jonathantclark.com

Experience

PRESENT — 2016

Assoc. Director, Digital Experience

PRA HEALTH SCIENCES | GLOBAL MARKETING

- Managing, motivating and mentoring a diverse in-house digital team consisting of designers, developers, and web content producers, leveraging the team's strengths through engaging and effective team management
- Define audience personas and customer decision journeys to establish lead-generation and marketing automation user flows, enabling accurate reporting and optimization of digital content
- Determine new client acquisition funnels for traffic landing from direct URL, PPC campaigns, organic SEO, and social media
- Provide user experience leadership and oversight of .com, talent recruitment experiences, corporate intranet and other marketing related digital products
- Oversight of content management system (Craft CMS)
- Utilize design-thinking methodology, user experience best practices, and usability/access standards
- Establish strategy and reporting for SEO, SEM, paid social and analytics using Adwords, Opteo, and SEMrush
- Oversight of team workload capacity and project demands
- Manage annual team budget of \$250,000
- Vendor management

2016 — 2015

User Experience Manager

CRU / ORLANDO, FL

Responsible for shaping the user experience for the website, blog and donor relations portal

Implemented modern best practices to enhance donor experience including updated user flow, interface refresh and responsive design

Designed user interfaces and worked with front end developers to develop interactive, responsive web experiences and applications

Collaborate with content team, social media team and graphic designers to ensure consistent and cohesive storytelling

2013 — 2012

User Experience Designer

DREXEL UNIVERSITY

Designed user interfaces, recruitment and marketing automation emails and worked with front end developers to develop interactive, responsive web experiences and applications

2010 — 2015

Branding/Digital Experience Designer

AGENCY | COOPER DESIGN | GDLOFT | EDITORIAL

Worked with various clients in healthcare, education, NGO, pediatrics, finance, and real estate to develop brand identities, print and digital collateral and develop HTML/CSS

Skills

EXPERT

Management

PERSONNEL | VENDORS | BUDGET

Hiring/Onboarding, Annual Planning, Team Leadership, Team Engagement, Mentoring, Vendor Management, Resource Allocation, Budget Allocation

EXPERT

Branding + Graphic Design

DESIGN SYSTEMS | PRESENTATIONS | BRAND IDENTITY

Tools: Sketch, Figma, Adobe Xd, inVision, Photoshop, Illustrator, Indesign, Keynote, Powerpoint

EXPERT

UX/UI Design

WIREFRAME | PROTOTYPE / UCD

Tools: Sketch, Figma, Adobe Xd, inVision, Framer/FramerX, UXpin, flowmapp, Overflow, Draw.io, Prototipie, Principal, Balsamiq

ADVANCED

Research

USER RESEARCH | BENCHMARKS | SEO | SEM

Tools: UXPressia, Miro, Mural, Optimal Workshop, Hotjar, Smartlook, G.A., Data Studio, Adwords, SEMrush, MOZ

Methods: Screener Surveys, Interviews, NPS, Persona, Card Sorting, Focus Groups, Interaction Analysis, Competitive Research, Keyword Gap Research, Keyword Ranking

ADVANCED

Reporting and Measurement

TESTS / UX EVALUATION / ANALYSIS

Methods: Google Analytics, Data Studio, Opteo, Usability test session, Usability Survey, Task Analysis, A/B testing,

Education

2009 — 2013

Rutgers University

MARKETING & COMMS | DIGITAL DESIGN

Bachelor of Arts + minor in psychology



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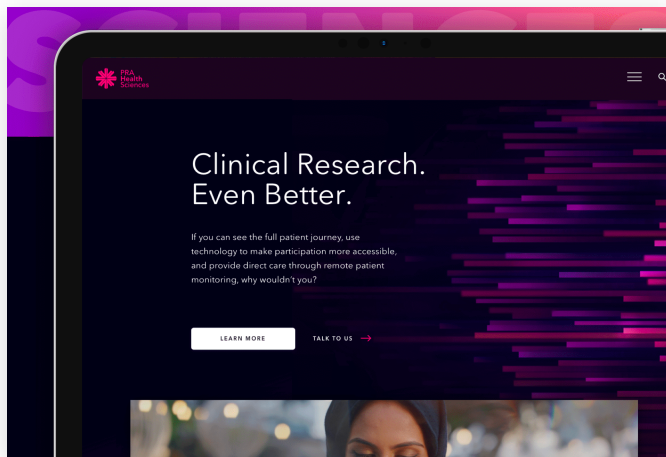
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Recent Projects



DISCOVERYOURPRA.COM

1.5 Million candidates

16 Million page views

Talent Acquisition experience featuring recruiter spotlights, company culture, benefits information and more.

USER EXPERIENCE | LEAD-GENERATION

Tools: Sketch, Adobe Xd, inVision, Framer/FramerX, UXpin, flowmapp, Draw.io, Prototipie, Balsamiq.



DOT CAMPAIGN LANDING PAGE

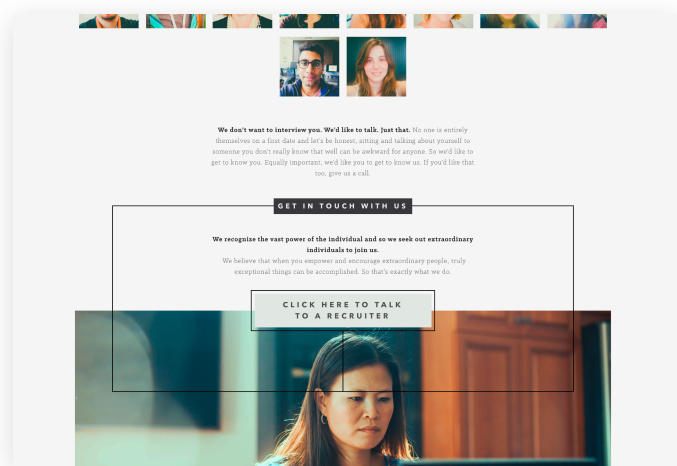
10x increase in lead-generation

300% lead conversions

(3-month SEM and retargeting campaign, \$2.5k/mo)

USER EXPERIENCE | LEAD-GENERATION

Tools: Sketch, Adobe Xd, inVision, Framer/FramerX, UXpin, flowmapp, Draw.io, Prototipie, Balsamiq.

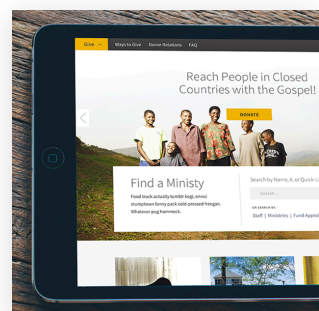


2016 — 2018

Freelance / Concept

USER EXPERIENCE | PROJECT MANAGEMENT | CONCEPT

Not every project makes it into production – or can be shared without heavy-handed modifications – but there is always something to learn from the cutting room floor. To see more of these projects - follow me on Dribbble.



For more: [linkedin.com/in/jonathan--clark](https://www.linkedin.com/in/jonathan--clark)