

# CLAY FOX

SOUTH HARLEM, NYC

CLAY.FOX@GMAIL.COM | 650.395.8369

Portfolio: [TheClayFox.com](http://TheClayFox.com)

## SKILLS

**Wireframing, Interaction Design, Visual Design, Prototyping, Usability Testing, Information Architecture, User Interface Design, Mobile Applications, Responsive Design, Design Systems, Competitive Analysis, User Research**

## PREFERRED TOOLS

**Figma, Balsamiq, Omnigraffle, Sketch, InVision, Keynote, HTML, CSS**

## EXPERIENCE

**LEAD PRODUCT DESIGNER – EY – CLOUD RISK VIEW** Nov 2022 – Present

As the sole design resource on the project, I served simultaneously as Lead, Designer, and Researcher. I successfully conducted several rounds of user interviews, synthesized what I learned with what the team had already done, created new user personas, developed a user-centric product strategy that would carry the team for two years, and lead a total redesign of the entire platform from the ground up while also ensuring strict adherence to EY's internal Motif design system to provide the fastest speed to market and future compatibility.

**LEAD PRODUCT DESIGNER – EY – UNIVERSAL ASSET PLATFORM** Nov 2021 – Nov 2022

I was responsible for coordinating research with other team members, integrating that research into some of the initial designs, and shepherding those designs through the development process with frequent touchpoints with ENG, QA, and Product to ensure the highest quality of implementation. I iterated on initial features, designed new features, defined key metrics, assembled an analytics framework, and worked closely with the dev team to adjust features as they built them based on the technical challenges they faced.

**SENIOR PRODUCT DESIGNER – EY – GIGNOW** May 2019 – Nov 2021

At GigNow, my time was split between candidate and recruiter experiences. My first major project was a complete overhaul of the job search experience for candidates, which led to a dramatic increase in number of applications. I also completed major overhauls of our gig description page and candidate emails, as well as a brand new job alerts experience. For recruiters, I designed a completely new homepage dashboard, a candidate roll-off report, and many other improvements to the platform.

**USER EXPERIENCE DESIGNER – INDEED** Jan 2018 – Mar 2019

As a UX designer at Indeed my time was split between the job alerts team and the design systems team. On the DS team I was responsible for researching, designing, documenting and adding components to the UI kit, training and supporting fellow designers on how to use the system, and helping shape the future of the system. On job alerts, I was responsible for designing new features to help increase job alert sign-ups and job applications, as well as a complete redesign of the subscriptions management area of the site, and a visual overhaul of all of the emails we send to match the new design system.

**USER EXPERIENCE DESIGNER, FREELANCE – TEKSYSTEMS FOR GOOGLE** 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.

REFERENCES AVAILABLE UPON REQUEST

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## INTERACTION DESIGNER, FREELANCE – WELLS FARGO

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.

## USER EXPERIENCE CONSULTANT – SAMSUNG DESIGN AMERICA

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.

## USER EXPERIENCE DESIGNER / PRODUCT MANAGER – DEVPOST

Feb. 2014 – June 2015

As Product Manager 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, and many other projects.

## USER EXPERIENCE LEAD, FREELANCE – SCHOLASTIC

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.

## USER EXPERIENCE DESIGNER, FREELANCE – WEBER SHANDWICK

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.

## 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.

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## 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 frequently 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.

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## EDUCATION

B.A. University of North Texas - August 2005

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