



Steve Clark

Creative professional in digital, print, and new media, specializing in user experience

I am a User Experience / Creative Director with a broad spectrum of experiences that meld hybrid Creative Direction and UX / UI Design. I've enjoyed equal footing in Design, Marketing, Strategy and Leadership; with a persistence in process, collaboration and user-centric experiences.

Professional Experience (Full time and Contract positions)

[Fjord-Accenture Interactive](#) | Chicago, IL | June 2015- October 2016

As part of Accenture Interactive, Fjord acts as Accenture's in-house design agency. Fjord combines its design prowess and innovation capabilities with Accenture's expertise in technology and operations, strong analytical tools, and the scale of their immense network to deliver end-to-end digital transformation for their clients.

Creative Director / User Experience Designer

- Managed a team of 7 designers and front-end developers in an agency environment.
- Created project plan and scope in conjunction with the business analysts and identified milestones.
- Led the entire User Experience effort across web and mobile platforms.
- Developed consistent look and feel for all touchpoints including digital and print.
- Established visual vocabulary for marketing and presentation materials to be used by project stakeholders.
- Managed the digital product production process across the design teams to interface with development.
- Worked directly with clients and held regular meetings to keep them apprised of progress and updates.
- Designed and directed the wireframing process based on requirements gatherings using Axure
- Set timelines and deliverables with stakeholders and ensured they were met on time.
- Developed multiple creative campaigns that were consistent with the product design to keep aligned with the agency branding.
- Interfaced with the development teams to set expectations of delivery of products from the design teams.
- Set daily and weekly deliverables within an agile environment and managed the design process.

[LiveText](#) | LaGrange, IL | April 2014-April 2015

LiveText is a team of education professionals dedicated to assessment best-practices, as well as technology implementation to improve learning for individuals and organizations. Since 1997, LiveText has developed the most intuitive technology to enable immediate feedback for learners, which becomes the basis for generating assessment reports, facilitating continuous improvements, and advancing learning.

Director of User Experience

- Oversaw the user experience for all products and applications for the higher education industry.
- Managed a team of 6 front end developers and designers and the interface process with the development teams.
- Led the initiative to develop an internal style guide referenced by design teams, developers, and marketing.
- Developed and maintained a documentation process of project scope, and made it available to all stakeholders.
- Responsible for leading and developing the User Experience to ensure delivery of world-class experiences.
- Managed the design and delivery of digital products including web-based software and mobile solutions.
- Maintained a consistent user experience across all products in experience, look and feel.
- Designed new prototypes to update existing products to create modern user experiences.
- Conducted user research, developed user scenarios and personas.
- Worked directly with executive stakeholders, sales, and directly with customers.
- Designed prototypes and wireframes with Balsamiq and Axure

[The Acquity Group - Accenture](#) | Chicago, IL | June 2013- November 2013

Acquity Group is an interactive agency that creates memorable experiences for today's connected consumers. They help companies grow and evolve through integrated and dynamic strategy, marketing, creative, and technology solutions.

Creative Director

- Managed the user experience and graphic design teams.
- Designed user experiences and user interfaces for a major e-commerce company in the safety products industry.
- Created a unique check-out pipeline and implemented across all products.
- Worked closely with project managers, business analysts and other stakeholders.
- Made presentations directly to customers and maintained regular meetings for updates.
- Provided creative oversight to insure a consistent user experience between the US and UK experiences.

[Chicago Sun-Times / Merrick Ventures / Wrapports](#) | Chicago, IL | July 2012- May 2013

Chicago Sun-Times is the oldest continuously published daily newspaper in Chicago. Winner of eight Pulitzer prizes, the expertise of the Chicago Sun-Times includes hard-hitting investigative reporting, in-depth political coverage, insightful sports analysis, entertainment reviews and cultural commentary. The parent companies are Merrick Ventures, one of Chicago's premier venture capital and technology holdings companies, and Wrapports, the digital publishing holdings firm.



Chief Creative Officer

- Provided creative oversight for all marketing, branding, products, publications and emerging media for all ventures and companies of Merrick Ventures and Wrapports.
- Directed the creative initiatives of The Chicago Sun Times, Splash magazine, Grid magazine, High School Cube, high, and Merge Healthcare.
- Managed a team of designers and developers who acted as the in-house agency for all digital publishing efforts.
- Led corporate brand strategy of a diverse portfolio of companies, developing a visual vocabulary that was implemented in identity, messaging and products.
- Developed a design process to be used by all digital publishing products within the portfolio of companies.
- Ensured a comprehensive vision and direction consistent and aligned with stakeholders' and board interests.
- Oversaw user experiences for digital media including responsive web design and mobile apps.
- Established style guides for standardization throughout all companies in their publications, marketing efforts, and public spaces.
- Created a living system of visual identity that became the foundation for all new start-ups and products.
- Identified lead creative resources for each company and maintained regular oversight of their efforts.
- Reported directly to chairman and CEO.

[Merge Healthcare](#) | Chicago, IL | April 2009- December 2011

Merge is the leading provider of enterprise imaging solutions for radiology, cardiology, orthopedics and clinical labs. Merge solutions facilitate the sharing of images to create a more effective and efficient electronic healthcare experience for patients and physicians.

Human Factors Design Director

- Managed a team of 10 designers comprised of UX, UI, front end and graphic design
- Designed FDA compliant software and devices across radiology, cardiology, orthopedics and clinical trials
- Acted as design director of all user interfaces and user experience across all products and solutions.
- Led Usability Testing Created prototypes for new products and concepts for web, mobile and stand alone software.
- Designed custom applications for mobile apps, workstations, kiosks and other touch screens.
- Directed the project scope for delivery of digital products and software.
- Developed wireframes solutions using Axure and Balsamiz and moved quickly to high fidelity mock ups
- Established a balanced relationship between the marketing division and product development teams.
- Instituted a comprehensive style guide to be followed by both marketing and user interface resources.
- Created web-based portals for healthcare industry professionals and their consumers.
- Prototyped next generation features, site changes, user experience, and oversaw user testing.
- Served as company creative director for corporate identity, branding and marketing.
- Provided creative oversight of marketing initiatives for products, trade shows and corporate identity.

[Merrick Ventures](#) | Chicago, IL | January 2008-April 2009

Merrick Ventures is a technology holdings firm based in Chicago, IL with a portfolio of companies that range from healthcare to publishing. Merrick is backed by some of Chicago's most influential entrepreneurs and identifies new leaders in technology and provides them with business intelligence and equity.

Creative Director

- Created identity, branding, user interfaces and marketing materials for portfolio companies and start-ups.
- Designed product prototypes including portals, software and applications.
- Performed integral role in strategic positioning of emerging start-ups and their business models.
- Designed and directed the design of mock ups and wireframes using Axure and Balsamiq
- Oversaw brand architecture, product design, social media management and marketing platform and activation.
- Worked inside a rapid prototyping environment to develop and deploy cutting-edge innovations in technology.
- Ensured a comprehensive vision and direction consistent and aligned with stakeholders' and board interests.
- Oversaw user experiences for digital media including responsive web design and mobile apps.
- Established style guides for standardization throughout all companies in their publications, marketing efforts, and public spaces.
- Reported directly to chairman and CEO.

[Manifest Digital](#) | Chicago, IL | January 2007-December 2008

Manifest is the nation's premier independent experience design agency focused on creating impactful brand engagement through compelling content. Manifest currently has four hundred team members in six studios across the country.



Creative Director / User Interface Designer

- Designed web based experiences for brands such as Adidas, Kodak and Apple in an agency environment.
- Developed wireframes based on requirements gathering sessions.
- Worked closely with the user experience designers and development teams.
- Ensured designs were aligned with customer branding and identity based on their style guide.
- Created full sites and micro sites and built out in html.
- Delivered 10-15 designs per week in an agile SCRUM environment.
- Designed email creatives, banners, animation and video pieces exported as flash or streaming formats.

[Livemercial](#) | Valparaiso, IN | May 2005-December 2007

The leader in the direct response industry, as a pioneer with the first stand alone video player for e-commerce websites. Livemercial established the concept of the 30 minute infomercial and led the way in bringing inventors and entrepreneurs into a digital shopping experience.

Creative Director

- Created the brand and identity for hundreds of new products and inventions for the direct response industry.
- Managed a team of 7 graphic designers and web designers.
- Created a style guide to be used by the graphic design and development teams.
- Implemented a new process for streaming on-demand video and delivering specific formats to users.
- Worked directly with customers to develop brand, identity and web presence.
- Designed e-Commerce websites that sold new inventions and services.
- Developed online advertising pieces including web banners, blogs and micro sites to drive revenue.

[Museum of Contemporary Art](#) | Chicago, IL | 2003-2005

Museum of Contemporary Art Chicago offers exhibitions of the most thought-provoking art created since 1945. MCA Chicago documents contemporary visual culture through painting, sculpture, photography, video and film, and performance.

Graphic Designer

- Acted as lead designer / user interface designer in the internal in-house marketing agency
- Designed exhibition catalogues and accompanying websites for time-based multimedia exhibitions.
- Responsible for chronicling Time-Based arts in Chicago with documented multimedia pieces.
- Researched collected documentation from local galleries, dealers, collectors and artists.
- Designed exhibition micro site, email creatives, and mailers
- Created an internal style guide that was used by the entire marketing team

Core Competencies, Technical Qualifications

Qualifications and specializations

- Intrinsic ability to deliver best-in-class marketing strategies across multiple channels
- Hands-on approach to campaign delivery, from idea generation to end product
- Vision-establishing communicator of creative concepts to internal and external marketing teams and stakeholders
- Genuine leader in details of project plans including guiding and conducting end-user research, prototype testing, and usability testing within agency and corporate environments
- Developing and documenting detailed user experience specifications for highly interactive interfaces including app design, responsive design and native platforms
- Keen ability to assemble creative and development teams; guiding and empowering talent to reach their full potential
- Passionate about standardization across all touch-points of the user / consumer flow
- Driven by visual aesthetic in context of UX; to be dedicated to clean, modern and appropriate look and feel
- Strong knowledge of user-centered design principles, methodologies, best practices and approaches
- Proactive organizational abilities, including project scoping, time and resource management
- Comprehensive awareness of new platforms and technologies for digital mediums including time-based and experiential media
- Responsible author of UX/UI documentation (wireframes, prototypes, architecture, user flows) through stakeholder and end-user interviews to identify tasks and goals
- Received MFA from The School of The Art Institute of Chicago with focus in Human Computer Interaction and Visual Communication, 1995