

AMY HAYNES CLARK

415-260-6840 | contact@amyhaynesclark.com | [linkedin.com/in/amyhclark](https://www.linkedin.com/in/amyhclark) | <http://amyhaynesclark.com>

LEARNING STRATEGY

CREATIVE CULTURE

UX MANAGEMENT

10

v1.0 product
launches

16+

cross-disciplinary
team size managed

9

design patents

TOP TOOLS

Figma
Monday
JIRA
+ many more

STRENGTHS

Learning Styles
UX Design / AI
Virtual Relationships
Communication
Problem Solving
Collaboration

Ed.D.

Diversity & Innovation

Masters & BS
Computer Science/HCI

IBM | Design-Led Innovation Management & DesignOps

(present)

- o Providing global strategic leadership and designOps for 53-person IBM.com design org
- o Created new DLI process & managing team of 6 cross-disciplinary design-led innovators
- o Supporting modernization and AI integration of IBM.com on web and mobile
- o Implementing learning system to support effective use of our AEM components
- o Managing 10 high-priority projects and 3 special projects aligned with 2H KPIs
- o Supporting agile methodologies across squads, prioritizing epics for sprints and scrums
- o Upskilling org in data-driven design methods and implementing processes for reporting
- o Fostering cross-functional collaboration with engineering, webstrat and product teams
- o Led awareness of designOps discipline: 50% efficiency improvement in first 30 days
- o Building global team culture of DEI, recognized by IBM's Cultural Catalyst Award

Exceptionally Engaged | Founder, Lead Learning Strategist

05.2009 - present

- o Innovating learning approaches and environments to support neurodivergent individuals
- o Building cross-disciplinary virtual relationships to design and manage complex programs
- o Leveraging AI to translate research into actionable storytelling-based communications
- o Building individualized learning content in areas of strengths, talents, and interests
- o Published in academic journals, expert on panels, global virtual conference speaker

Adobe | Chief of Staff, Manager Design & Strategy

05.2007 - 07.2018

- o Chief of Staff for Director of innovation-based studio design team, scaling from 10-55+
- o Program manager for Adobe's Experience Design (XD) organization of 150+ designers
- o Sales enablement support for DPS, closing key engagements with custom UX demos
- o Built media show and keynote demos, scripts, and talking points for executive team
- o Managed partner relationships: Condé Nast, National Geographic, Martha Stewart, +
- o Created strategic research and design programs to support v1.0 launches of Creative Cloud, Creative Cloud Express, and Digital Publishing Suite
- o Managed professional development programming to enable educators in adoption of CC
- o Owned and managed Voice of the Customer (VOC) programs for the digital transformation from boxed to SaaS with the successful launch of Adobe Creative Cloud

PayPal | Senior UX Design & Research

05.2006 - 05.2007

- o Led UX team for PayPal Debit products, enhancing experiences of on web & mobile
- o Directed research & design strategy and processes for PayPal's debut Virtual Debit Card

IBM | UI Designer & Developer

05.2001 - 05.2006

- o Led the UX design team for the IBM Express Runtime product targeting SMB
- o Key contributor to the cross-functional SMB initiative, simplifying technical experiences
- o Evaluator of WCAG requirements, ensuring accessible interfaces for all users
- o Recipient of IBM Innovation Champion recognition as top 5% of innovators company-wide