Amy Haynes Clark, Ed.D.

Experienced UX & DesignOps leader, crafter of creative culture, and an inclusive design strategist.

Strategic Design Leadership
15+ years leading globally distributed diverse creative teams, aligning product strategy with user insights to drive enterprise-wide innovation across SaaS, B2B, B2C, and omni-channel experiences.

Data-Driven Decision-Making
Expert in leveraging behavioral analytics, KPIs, and UX metrics to make informed, strategic decisions, improving user engagement and ROI.

DesignOps
Guiding design operations for orgs of 55+, paving the way for efficient design team collaboration, processes, and scalable systems.

Champion of Inclusive Design
Award-winning advocate for inclusive cultures, blending diversity insights into UX practices to create environments that inspire performance and innovation.

IBM | Global Head of UX Design & DesignOps   *02/2024 - now*

- Leading global design strategy for UX Design & designOps of a distributed design and research team of 55+, ensuring data-informed decisions and high performance in a remote-first environment
- Implemented design-led innovation studio, blending UXR, UX, IA & tech, to improve design efficiency
- Fostering cross-functional collaboration and partnerships with engineering & product management to revolutionize digital experiences on web, mobile, SaaS, and in-product
- Driving adoption of a component-driven Figma Design System, enhancing scalability, reducing handoff time, and contributing to streamlined design-to-development workflows, accelerating time to value
- Leveraging behavioral analytics tools (Medallia/GA4/Test&Target) and mixed method user research to inform data-driven decision-making, resulting in significant UX improvements: +170.1% in session duration, +21.5 pt engagement rate, and +6.75x scroll depth
- Established DEI-driven global UX culture, recognized by IBM's Cultural Catalyst Award for creating psychologically safe and inclusive environment
- Spearheaded KPI implementation and tracking, establishing monthly and quarterly cadence to measure UX impact on key business metrics: 93.56% reduction in designer meeting time, 14 FTE hires with $1.5m total reduction in infrastructure costs, onboarding program with 88% confidence in job readiness

Exceptionally Engaged | Founder, Design Strategist   *05/2019 - now*

- Founded a consultancy focused on individual strengths-based creative mentorship and DEI strategy
- Published DEI thought leader, global speaker, workshop creator and adjunct professor

Adobe | DesignOps, Mgr Design, Strategy & Community   *05/2007 - 07/2018*

- Chief of Staff/DesignOps lead of innovation-based studio team, scaling from 10-55+, org size 150+
- Balanced business priorities and technological capabilities to maintain positive partner relationships
- Created strategic user insight programs, design programs, & professional development to support v1.0 launches of Creative Cloud, Creative Cloud Express, and Digital Publishing Suite
- Owned and managed user research & Voice of the Customer (VOC) programs for the digital transformation from boxed to enterprise SaaS with the successful launch of Adobe Creative Cloud

Ed.D. Cognitive Diversity | Innovative Leadership   *4.0/4.0*

- Research Focus: Virtual Mentorships for Guiding Individuals Through Their Strengths

Masters of Computer Science | Human Computer Interaction   *4.0/4.0*

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