AMY HAYNES CLARK
Ed.D., MCS, BS

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01 PROFILE

Experienced design leader and educator with 20+ years of expertise in UX design, curriculum development, and fostering innovation. Proven ability to bridge academic and industry best practices, empowering students and faculty to achieve meaningful, real-world impact. Passionate about creating strength-based, inclusive learning environments.

02 EDUCATION

**Doctor of Education (Ed.D.) in Cognitive Diversity, Innovative Leadership –
Bridges Graduate School of Cognitive Diversity in Education (2023)**
- Dissertation: "Mentorships: The Value of Strength-Based Virtual Relationships for Engaging Twice-Exceptional Students with Anxiety"
- Advisor: Dr Susan Baum
- Committee Co-chairs: Dr Jann Leppien & Dr Karen Westberg

Master of Computer Science (HCI Focus) – North Carolina State University (2003)
- Research: Application & Design for Multitouch Input Devices in Educational Contexts (MERL Industry Partnership)
- Advisor: Dr Robert St Amant

Bachelor of Science in Computer Science – North Carolina State University (2002)
- ACM/AITP president, first female president at NCSU

03 CERTIFICATES

Enterprise Design Thinking - IBM (2024)
Advanced People Management Strategies - IBM (2024)
Mental Health Ally - IBM (2024)
Advancing Accessibility - IBM (2024)
SMPG Facilitator - SENG (2022)
Twice-Exceptional Education - Bridges Graduate School (2021)
Advanced Program Management, Innovation - Stanford University (2009-2010)
Innovation Champion, invitation only training series - IBM (2002-2003)
UX Design Practitioner - NN/G (2003)

04 ACADEMIA

Adjunct Professor – Bridges Graduate School of Cognitive Diversity (2023–Present)
- Designed curriculum, assessments, delivered lectures, managed grading: "Innovative Uses of Technology for Education" - 18 doctoral candidates
- Topics: UX evaluation of technology tools to align with target user profiles, impact of AI, strategies for class roster management, brave leadership and methods for delivering an effective pitch to leadership
- Advised doctoral students on research and academic pathways
- Served on comprehensive exam committee

Curriculum Designer, Professional Development – IBM (2024-Present)
- Designed curriculum for "Intro to UX and Accessibility" (delivering in 01/25) - 40+ professional students
- Contributed to inaugural DesignOps Badge curriculum development, focusing on industry-aligned competencies to manage design teams people, process & tools. Asynchronous self-paced course

Founding Case Manager, Bridges Strength-Based Assessment Lab (2022-present)
- Supported development of the strength-based assessment lab as an educational assessor and expert in individualizing curriculum for creative 2e students

Learning Specialist & Technology Designer – Bridges Academy Online High School (2021)
- Supported faculty and staff for the inaugural year of the Bridges Academy Online High School as a 2e Learning Specialist - 36 students
- Applied expertise in technology and human behavior to enhance online learning experiences

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Assessments For Education Support Coordination - Belin-Blank Center, University of Iowa (2022)
- Collaborated with the Belin-Blank Center to provide twice-exceptional strength assessments, advocacy and educational support recommendations

TA Strength-based Talent Focused Program Development - Bridges Graduate School (2021)
- Partnered with Dr Susan Baum, the godmother of 2e Talent Development, to manage curriculum for IEL731 - 20 doctoral students

Founder and Lead Educator – Chestnut Ridge Academy (2019–Present)
- Designed and implemented individualized curriculum for PDA (Pathological Demand Avoidance) and hyper-accelerated K-12 students, addressing unique educational needs through innovative, strength-based strategies
- Developed student-centered learning programs integrating advanced topics, creativity, technology and adaptive methods to support academic excellence and personal growth

Founder, Learning Strategist - Exceptionally Engaged (2019–Present)
- Mentoring creatively gifted 2e students in talent development: particle & nuclear physics, photonics & color theory, coding & 3d modeling, design
- Collaborated with high school educators, college support teams, mental health and industry partners to secure placements and early entrance opportunities
- Provided mentoring and guidance for parents, educators and caregivers to foster psychologically-safe positive learning environments

Graduate Lecturer – North Carolina State University (2002–2003)
- Developed curriculum, assessments, delivered lectures, maintained office hours, and graded: "Introduction to Computer Science (CSC116)" - 90 College of Engineering students
- Mentored undergraduate students, promoting interest in HCI research

Global Head of UX Design – IBM (2024–Present)
- Managed global UX team of 16+, Led DesignOps for team of 55+ global creatives; mentored designers to advance talent and foster team innovation
- Designed program to up-skill team with internal learning programs on AI, accessibility, data and analytics, and Adobe Experience Manager (AEM)
- Created curricula and conducted workshops design systems, AEM components, and UX heuristics
- Led talent growth initiatives, improved onboarding, design efficiency, and design quality while achieving 93% overall team satisfaction rating

Founder and Lead Strategist – Exceptionally Engaged (2020–Present)
- Designed strategies for neurodivergent learners, educators, early-career creatives and caregivers
- Conducted global workshops on strength-based learning and technology integration
- Conference and panel speaker, publishing in academic journals and leveraging genAI to build empathy with large audiences by converting research into visual discussions

Founder UX Research & Design – Decisively Different (2019–Present)
- Consulting engagements to support UX Design & UX Research for clients ranging from startups to enterprise; providing a breadth of UX experience to support a multitude of student pathways

Manager, Design Strategy – Adobe (2007–2018)
- Coordinated professional development programs for K-12 and higher education faculty, drivingCreative Cloud Express adoption
- Drove cross-disciplinary innovation team projects resulting in new business directions including: Adobe Digital Publishing Suite, Adobe Creative Cloud Express, Adobe Creative Cloud (initial launch), Adobe Connect, and Adobe Acrobat PDF Packages
- Managed key industry partnerships to co-create solutions by engaging publishers, digital media giants, design agencies, and edTech companies
- Led UX Research and owned Voice of Customer programs for SaaS transformation, ensuring products were aligned to user needs to drive meaningful adoption

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05 PROFESSIONAL

Senior UX Designer, Debit – PayPal (2006–2007)
- Led user experience innovation team responsible for the PayPal Virtual Debit Card, PayPal's first software offering

User Interface Developer & Design Team Lead – IBM (2001–2006)
- Led UX for the IBM Express Runtime product, an SMB initiative focused on making IBM's enterprise middleware stack approachable by small to medium businesses

06 CURRICULUM

Designed course introducing doctoral students to UX strategies for matching individual needs to technology supports: "Innovative Uses for Technology in Education" (IEC722) (Bridges Graduate School)

Designed "UX & Accessibility Academy" for IBM's internal teams as professional development

Supported curriculum development for IBM's first DesignOps badge certificate program

Designed and implemented virtual mentorship programs for neurodivergent learners and early-career creatives (Exceptionally Engaged)

Created individualized curriculum for PDA and hyper-accelerated K-12 students (Chestnut Ridge Academy)

07 LEADERSHIP

Culture Catalyst Recognition, IBM

Founding Case Manager, Strength-Based Lab at BGS

Committee Member, Doctoral Candidate Comprehensive Exam

Graduate Advisor, Doctoral student research & academic planning

Co-creator, Think Tank Topics & Debates for Graduate Student body, BGS

Co-facilitator, SENG SMPG Facilitation

Volunteer, Neurodiversity Week coordination

08 PUBLICATIONS

Clark, A. H. (2024). "The Transformational Value of Mentorships." *Teaching for High Potential (NAGC Special Issue)*.

Clark, A. H. (2024). "Mentorships: The Value of Strengths-Based Virtual Relationships for Engaging Twice-Exceptional Students with Anxiety." *Bridges Graduate School ProQuest Dissertations & Theses*.

Clark, A. H. (2023). "Gifted/2e Gifting at the Holidays." *GHF Journey*.

Clark, A. H. (2021). *Insight into a Bright Mind: Giftedness and Cognitive Diversity* [Book review]. Featured on 2eNews.com.

09 SPEAKING

Clark, A.H. (2024, February 24). *Mentoring to Paths of Flourishing, Lived Experiences* [Conference presentation]. William & Mary 2e24 Annual Conference, Online.

Clark, A.H. (2024, March 2). *Value of Mentorship* [Invited presenter]. Bridges Academy Parent University, Online.

Clark, A.H. (2024, February 1). *Lived Experiences in Multi-Exceptional Journeys* [Conference presentation]. Gift-a-Palooza, Online.

Clark, A.H. (2022, March 10). *Vision & Leadership in 2e Education Symposium* [Invited panelist]. Bridges 2e Center for Research & Professional Development, Online.

Clark, A.H. (2022, July 21). *Gifted and Growing over a Lifespan* [Conference presentation]. SENG, Online.

Clark, A.H. (2022, April-June). *SMPG* [Invited co-facilitator]. ZenLiving, Online.

Clark, A.H. (2022, April 22). *The Lived Experience of Giftedness* [Invited guest]. Gloria Jensen Coaching, Online.

Clark, A.H. (2022, April 24). *Fostering Engagement in Schools for One: a discussion of theoretical frameworks for gifted learning* [Conference speaker]. GHF, Online.

Clark, A.H. (2021, August 5-9) *Practicing Professionals: A Workshop for Kids Who Are Best Treated As Adults* [Invited presenter]. Big Minds Unschool Workshop, Online.

10 PATENTS
(A. POLING)

Walsh, D., Poling, A., Swineford, R., Dulaney, M., & McAfee, R. (2018, April 17). *Package File Presentation*. (US Patent Issued No. US 9,946,692 B2). U.S. Patent and Trademark Office.

Dulaney, M., Swineford, R., Poling, A., Walsh, D., & McAfee, R. (2014, September 20). *Package File Presentation Including Reference Content*. (US Patent Issued No. US 9,448,976 B2). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2014, May 20). *Methods And Systems For Providing A Savings Goal*. (US Patent Issued No. US 8,732,076 B2). U.S. Patent and Trademark Office

Poling, A., Walsh, D., Swineford, R., Dulaney, M., & McAfee, R. (2014, May 20). *Package File Presentation*. (US Patent Issued No. US 8,732,581 B2). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2014, Jan 7). *Gradual Conversion of Financial Accounts*. (US Patent Issued No. US 8,626,650 B2). U.S. Patent and Trademark Office.

Swineford, R., McAffee, Dulaney, M., Hebbar, V., Poling, A., Walsh, D., Kukulski, T., & Donahue, C. (2013, July 2). *Authoring Package Files*. (US Patent Issued No. US 8,479,087 B2). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2012, August 21). *Methods and Systems of Controlling Activities of Financial Accounts*. (US Patent Issued No. US 8,249,986 B2). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2011, May 17). *Spending and Savings Secondary Linked Accounts*. (US Patent Issued No. US 7,945,512 B2). U.S. Patent and Trademark Office.

Lin, A., Walsh, D., & Poling, A. (2009, Nov 3). *User Interface For A Portion Of A Display Screen*. (US Design Patent No. US D603,415S). U.S. Patent and Trademark Office.

Poling, A. & Walsh, D., (2009, Nov 3). *User Interface For A Portion Of A Display Screen*. (US Design Patent No. US D603,416S). U.S. Patent and Trademark Office.

Walsh, D. & Poling, A. (2011, March 8). *User Interface For A Portion Of A Display Screen*. (US Design Patent No. US D633,917S). U.S. Patent and Trademark Office.

Walsh, D., Poling, A., Dulaney, M., & Aliaga, F. (2010, Jan 19). *User Interface For A Portion Of A Display Screen*. (US Design Patent No. US D608,364S). U.S. Patent and Trademark Office.

Walsh, D. & Poling, A. (2010, Jan 19). *User Interface For A Portion Of A Display Screen*. (US Design Patent No. US D608,365S). U.S. Patent and Trademark Office.

Poling, A. & Walsh, D. (2010, Jan 12). *User Interface For A Portion Of A Display Screen*. (US Design Patent No. US D607,889S). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2014). *Methods And Systems For Providing A Savings Goal*. (US Patent Application No. US 2014/0249978 A1). U.S. Patent and Trademark Office.

Dulaney, M., Swineford, R., Poling, A., Walsh, D., & McAfee, R. (2014). *Package File Presentation Including Reference Content*. (US Patent Application No. US 2014/0032482 A1). U.S. Patent and Trademark Office.

Poling, A., Walsh, D., Swineford, R., Dulaney, M., & McAfee, R. (2014). *Package File Presentation*. (US Patent Application No. US 2014/0033046 A1). U.S. Patent and Trademark Office.

Poling, A., Walsh, D., Swineford, R., Dulaney, M., & McAfee, R. (2014). *Package File Presentation*. (US Patent Application No. US 2014/0033047 A1). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2012). *Methods And Systems For Providing A Savings Goal*. (US Patent Application No. US 2012/0290367 A1). U.S. Patent and Trademark Office.

Swineford, R., McAfee, R., Hebbar, V., Poling, A., Walsh, D., Kukulski, T., & Donahue, C. (2009). *Authoring Package Files*. (US Patent Application No. US 2009/0292980 A1). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J. & Poling, A. (2008). *Methods and System of Controlling Linked Accounts*. (US Patent Application No. 2008/0228638 A1). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2008). *Spending and Savings Secondary Linked Accounts*. (US Patent Application No. 2008/0228637 A1). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2008). *Gradual Conversion of Financial Accounts*. (US Patent Application No. 2008/0228615 A1). U.S. Patent and Trademark Office.

Scipioni, G., Fotsch, D., Black, J., Poling, A., & Tiritoglu, A. (2008). *Methods and Systems of Controlling Activities of Financial Accounts*. (US Patent Application No. 2008/0112763 A1). U.S. Patent and Trademark Office.

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11 AFFILIATIONS

Officer – **Woodland Pacific** (nonprofit organization)

Member – **ACM / SIGCHI**

Member – **AIGA**

Member – **National Association for Gifted Children** (NAGC)

Member – **Social Emotional Needs of the Gifted** (SENG)

Member – **ISTE + ASCD**

Participant – **Interaction Design Association** (IxDA)

Member – **GHF**, Professionals Group

Volunteer – **Tourette Association of America**

Volunteer – **Service Dog Training Nonprofit**

Participant – **W3C Web Accessibility Guidelines Working Group**

12 SKILLS

UX Design Tools: Figma, Adobe Creative Cloud, Miro, Mural, FigJam

UX Research Tools: UserZoom, UserTesting, Respondent, Zoom, MaxQDA, Mendeley, Medallia, Adobe Test & Target, A/B Testing, Hotjar, Dovetail

UX Project Management: Slack, Monday.com, Jira, AirTable, Typeform, Google Suite, Microsoft Office 365

Learning Management Systems: Google Classroom, Canvas

UI Development Tools: HTML, CSS, Javascript, Java, Python, WordPress, Git/GitHub

Mentorship Approaches: Strengths-Based Education, Psychological Safety, Polyvagal Theory, Talent Development

Leadership Approaches: Servant Leadership, Design Thinking for Leadership, Empathy, Nonviolent Communication, Fostering Psychological Safety, Creative Risk Taking, Collaborative Problem Solving, Window of Tolerance, Diversity & Inclusion

13 REFERENCES

Available upon request.