

Pania CLARK

Product Designer • UI/UX Designer

Experience

Earbuds | Product Designer

Oct 2021 – Feb 2024

- Developed 3-4 high-fidelity prototypes per project across 13 projects, notably the 'Earbot' AI feature set, resulting in a 50% increase in both daily and monthly user engagement and retention rates.
- Directed the complete strategic redesign of the mobile app post-pivot, achieving a 40% increase in user engagement by aligning the product more closely with market needs and improving product-market fit.
- Co-led the development of a company-wide design system and updated component libraries, which reduced design inconsistencies by 30% and cut down on production times, speeding up project turnaround.
- Created a robust continuous discovery pipeline that included assumption mapping and iterative design, which optimized product development cycles by 30% and ensured alignment with actual user needs.
- Collaborated closely with engineers, product managers, and marketing teams to integrate seamless design solutions that enhanced brand consistency and communication, reducing cross-departmental misalignments.

RevCatch | UI/UX Designer

July 2020 – Feb 2022

- Redesigned Elite Insights' backend fulfillment software, implementing automation that cut processing times and improved productivity by 50%.
- Designed and implemented the visual coding for the St. George News user portal, incorporating account settings and payment features in a responsive design, which led to a 25% uptick in subscription renewals.
- Developed the Revcatch dashboard, enhancing ad-revenue tracking with visual coding that improved analytical efficiency by 40%.

Dixie Technical College | UI/UX Designer (Android)

Sept 2019 – Dec 2021

- Successfully designed and launched Android application for Zion National Park, adhering to Material Design guidelines, which enhanced user engagement by over 30% through strategic research and design implementation.
- Spearheaded the design process for the upcoming Utah State Parks app by leading a cross-functional team of iOS developers and designers, ensuring a cohesive user experience across platforms.

Education

Utah Tech University | BS – Computer Information Technology with an emphasis in Digital Design

Contact

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Skills

Design

- UI/UX
- Prototyping
- User Flows
- Mobile-First
- Accessibility
- Wireframing
- Visual Design
- Illustration
- Responsive Design
- Design Systems
- Data-Driven
- System Design
- Typography
- End-to-End
- Iteration
- Web

Research

- Usability
- A/B Testing
- Interviews
- Personas
- Journey Mapping
- Research Analysis
- Journey Mapping
- Interview Scripting

Software

- Figma, Sketch
- Adobe Suite
- HTML/CSS
- Zeplin
- Miro
- VSCode
- Notion
- Maze
- Markup
- Linear
- Play.io
- ChatGPT
- Webflow
- Rotato

Essential

- Empathy
- Collaboration
- Creativity
- Adaptable
- Curious
- Leadership
- Scrappy
- Design Thinking
- Innovative
- Critical Thinking
- Team-Oriented
- Interpersonal
- Passion
- Ambition