

# Clayton Newberry

UI/UX Designer / Kansas City, MO

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## Experience

### Shamrock Trading Corp. - Overland Park, KS

UI / UX Designer / October 2022 - Current

- Develop road mapping strategies for designs across multiple teams
- Contribute to building new internal design system/style guides
- Conduct user research with internal/ external users in order to provide insight into design decisions
- Collaborate with other teams using wireframing, prototyping, and testing new web & mobile concepts
- Launch complex user experiences that include client management, accounting, auditing, and data presentation
- Design innovative solutions for complex internal tools, as well as customer facing mobile application interfaces
- Manage business goals with product team initiatives that satisfy the company's needs of providing cutting edge technology solutions
- Initiate an exhaustive overhaul of internal software that enhances productivity, and allows for better visibility across responsive platforms
- Present research findings, wireframes, and final designs to multiple stakeholders in order to create a cohesive chain of communication
- Communicate clearly and effectively with development teams to push out new designs and contribute to code reviews

### NorthPoint Development - Kansas City, MO

UI / UX Designer / November 2021 - Sept 2022

- Collaborated effectively through sketches, wireframes, and prototypes
- Established and maintain an effective working relationship with internal/external teams and other technical teams
- Conducted user interviews, testing, collect feedback and analyze data to help inform design decisions
- Communicated with team members and stakeholders to identify design problems and create elegant user-friendly solutions
- Adapted existing marketing web application platforms to ever-changing user needs and pain points
- Executed design changes requested team members across all platforms within the scope of each project
- Managed multiple design/development projects at any given time
- Developed designs using WordPress builder into live sites
- Governed existing design systems and accessibility standards

### Directive Marketing & Consulting - Irvine, CA

Digital Design Intern / June 2021 - September 2021

- Created exceptional landing page builds tailored to increasing visitor engagement with the highest design practices
- Designed highest quality image ads supporting current landing page campaigns
- Participated in client facing calls for the entirety of design life cycle
- Conducted A/B testing in order to enhance CRO
- Executed heat map deployment for all landing page variants

### Freelance Designer

May 2020 - Current

- Provided content outlines and wireframes to clients
- Designed & Develop websites across multiple fields
- Created SEO strategy for client websites to enhance page rankings

## Education

### Northwest Missouri State University

Interpersonal Communications / May 2018

### Shift Nudge

UX/UI Bootcamp / Spring 2021

- Learned system organizational skills
- Established understanding of grid layouts, and alignment best practices
- Identify best color usage and the effects of strategic color definitions
- Grew in understanding of design software preferences
- Polished various rules of text sizes, callouts, interactive text, and hierarchy

## Skills

- Product Design
- Mobile Design
- Sketching & Wireframing
- Story Boarding/User Research
- Simple Font End HTML/CSS
- A/B Testing
- Web Design
- Prototyping
- User Interviews
- UX Research
- SEO

## Tools

- Adobe Creative Suite
- Figma
- Sketch
- Word Press
- Visual Code Studio
- Glassbox
- Maze
- Jira
- Microsoft Suite