Jacoby Clark

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Portfolio: www.jacobyclark.com | LinkedIn: www.linkedin.com/in/jacobyrclark

MISSION STATEMENT

As a UX Designer, my mission is to craft seamless and intuitive digital experiences that delight users and enhance overall usability. I am committed to understanding user needs, conducting thorough research, and leveraging cutting-edge design principles to create interfaces that not only meet but exceed user expectations. Through continuous learning and collaboration, I strive to contribute innovative solutions that elevate the user experience and positively impact the intersection of technology and human interaction.

KEY ACHIEVEMENTS

- Adapted to meet the needs of the Data Center in times of critical situations such as power outages, network outages, and application malfunctions by involving the necessary IT personnel, monitoring current system status, and communicating any changes and updates from IT to the Operations floor and vice versa.
- Provided Tier 1 IT support for an Operational Data Center by performing situational awareness on server and network status, troubleshooting various operational applications, and escalating tasks to the appropriate Tier 2 personnel.
- Displayed excellent written communication skills when logging situations that ranged from password resets to widespread network outages by using Jira to detail the situation, the involved parties, and other important metrics to relay back to my team.

PROFESSIONAL EXPERIENCE

Programmer/Analyst I | Southwest Power Pool | July 2020 - November 2023 | Little Rock, AR

- Collaborative Liaison: Acted as a liaison between SPP Departments, IT, and external vendors, ensuring alignment with end-user and business needs while fostering effective collaboration.
- Strategic Troubleshooting: Led the troubleshooting and resolution of complex application issues, enhancing usability and addressing strategic challenges to optimize overall system performance.
- 24/7/365 Availability: Actively participated in a 24/7/365 on-call rotation, demonstrating a commitment to ensuring system availability and reliability.
- Training Leadership: Provided training in areas of expertise to employees, facilitating knowledge transfer and ensuring skill development within the team.
- Continuous Improvement Advocate: Recommended and implemented changes and enhancements to systems, processes, and documentation, contributing to the ongoing improvement of operational efficiency.

Email Quality Assurance Specialist | Pierry Inc. | November 2019 - July 2020 | Ruston, LA

- <u>Campaign Optimization and Performance Boost:</u> Tuned and operationalized email marketing campaigns to boost sales performance and execution.
- <u>Tracking System Validation:</u> Validated digital marketing tracking of images, and documents utilizing link matrices.
- <u>Incident Response and Issue Reporting:</u> Inspected and reported issues on different email campaigns (incident response).
- <u>Compliance and Best Practices:</u> Ensured all external standards for emails were observed before the final product was executed; Understood and familiarized with best practices relating to the strategy for eCommerce and online sales.
- <u>Collaborative Project Management:</u> Worked closely with a team and independently on projects in a quick-moving environment with minimal supervision.

SKILLS

<u>TECHNICAL</u>	<u>UX DESIGN</u>	<u>SOFT SKILLS</u>	<u>GENERAL</u>
- C++	- Figma/Figjam	- Leadership	- Squarespace
- HTML5	- Miro	- Fast Learner	- Wix
- Javascript	- Material Design	- Adaptability	- Framer
- CSS	- iOS Design	- Written Communication	- Jira
- jQuery	- Design Principles	- Customer Service	- Trello
- Bootstrap		- Teamwork	- Confluence
- VSCode		- Critical Thinking	
- Github		- Time Management	
		- Presentation Skills	

EDUCATION

University of Texas at Austin | UI/UX Design Certificate | May 2023 - Nov 2023

- Completed a 6-month technical training program in User Interface and User Experience, with a focus on the fundamentals of design principles including, among other things accessibility, information architecture, interaction design, prototyping, and conversational front-end development.
- Gained proficiency in performing user research and prototyping with 6 months of weekly live instruction sessions, design homework, and casework projects.
- Created several projects using UX tools and processes, including Figma and Miro.
- Developed a responsive web application that utilizes AI to teach users how to crochet and keep a younger audience engaged in the craft.

Louisiana Tech University | BS, Computer Information Systems | Sept 2015 - May 2020

CERTIFICATES

W3Schools | C++ | https://verify.w3schools.com/1OBR07DJAY
Obtained Dec. 5, 2023