

Veronica L. Clarke

Principal UX Designer

Human-Centered Design | Usability & Accessibility | High-Fidelity Prototyping (Figma)

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PROFESSIONAL SUMMARY

Principal UX Designer with deep experience designing complex products and translating user research into high-fidelity, testable experiences grounded in human-centered design. I turn customer insights, operational workflows, and product requirements into intuitive digital experiences. I create UI and interactive prototypes in Figma, conduct usability testing and user acceptance testing (UAT), facilitate workshops and design-thinking activities, and iterate based on user feedback and validation. I have delivered accessible, standards-compliant experiences while partnering closely with product managers, engineers, stakeholders, and subject-matter experts in Agile teams.

CORE SKILLS

Human-Centered Design (HCD) • Product Design • UX/UI Design • Enterprise SaaS • AI Product Design • User Research • Customer Discovery • User Interviews • Qualitative & Quantitative Research • Usability Testing • User Acceptance Testing (UAT) • Task-Based UAT Scenarios • User Research & Validation • Information Architecture • Workflow Design • Wireframes & User Flows • Interaction Design • High-Fidelity Prototyping • Figma • Design Systems • Reusable Components • Data & Dashboard UX • Design-Thinking Facilitation • Workshops • Accessibility (Section 508 / WCAG) • Inclusive Design • Agile Product Development • Cross-Functional Collaboration

Tools: Figma & Figma Maker • Jira • Confluence • Asana • Adobe Creative Suite • Claude • Claude Code • ChatGPT • Codex • User Testing • Notebook LLM • Survey Monkey • Qualtrics • Pendo • Google Analytics • Miro • GitHub • GitHub Projects

PROFESSIONAL EXPERIENCE

OMNIDESIGN CONSULTING (Self-Employed)

Oct 2025 – Present

Research and Design Consultant, Delivery Lead

- Lead UX research, accessibility, and product design engagements for government, public-sector, and enterprise clients, including the Boston Police Department, Boston Public Library, New Bedford Housing Authority, and Raytheon.
- Conduct usability testing, customer interviews, accessibility evaluations, workflow analysis, and stakeholder design reviews to identify user needs and product improvements.
- Translate research findings and accessibility requirements into actionable UX recommendations, interaction patterns, and interface improvements.
- Partner with developers, vendors, specialists, and client stakeholders to move recommendations from discovery through implementation.

ISPOT

Jan 2025–May 2025

Principal Product Designer

- Built the company's first structured UX research and usability program, conducting customer interviews, usability studies, surveys, and validation sessions.
- Translated customer insights and complex analytics workflows into user flows, interface designs, and high-fidelity Figma prototypes.
- Developed task-based UAT scenarios and success criteria, using findings to iterate product experiences before release.
- Partnered with product, engineering, data science, QA, revenue, and go-to-market teams on AI-enabled analytics and data-driven product experiences.
- Contributed reusable interaction patterns and design-system improvements across the product portfolio.

POSIT / RSTUDIO

Mar 2024–Dec 2024

Principal Product Designer

- Designed end-to-end experiences for a cloud platform used by data scientists and technical teams to deploy, manage, discover, and share data products.
- Redesigned onboarding and getting-started workflows in Figma, replacing a constrained modal experience with a scalable framework.
- Conducted customer research, usability testing, and UAT throughout MVP, Alpha, and Beta development, translating findings into iterative product improvements.
- Led design-system improvements that strengthened accessibility, consistency, reusable components, and interaction patterns across cloud and on-premise products.
- Partnered closely with product managers, engineers, QA, customer success, and users throughout the product development lifecycle.

AMAZON WEB SERVICES (AWS)

Nov 2020–Aug 2023

Principal Product Designer

- Led end-to-end UX across enterprise platforms supporting complex sales, operational, security, and data workflows, including AWS Boost, Code Defender, Amazon Paragon, Sales Nav, Engagement Portal, and Amazon Vendor Portal.
- Conducted customer interviews, usability testing, surveys, workflow analysis, and continuous feedback sessions to understand user behaviors and operational needs.
- Designed user flows, information architecture, dashboards, workflows, and high-fidelity prototypes for complex enterprise applications.
- Designed a unified workflow platform that consolidated Salesforce, RingCentral, email, and other disconnected tools, reducing context switching and external software costs.
- Partnered with 30+ engineers, 6–10 product managers, business leaders, and customers to translate requirements and technical constraints into scalable product experiences.
- Established continuous customer-feedback programs that contributed to adoption growth from approximately 200 to more than 20,000 active users.

ACCENTURE TECHNOLOGY

Jun 2018–Oct 2020

Product UX Manager

- Led product strategy, UX research, human-centered design, and delivery across enterprise transformation initiatives for Takeda, Google, Bank of America, and Kaiser Permanente.
- Designed mobile-first healthcare and life-sciences experiences, including an employee onboarding platform integrated with Workday and an AI-powered laboratory assistant for scientists.
- Conducted customer discovery, journey mapping, usability testing, UAT, and design-thinking workshops with users, product managers, engineers, and subject-matter experts.
- Translated complex business processes and operational requirements into workflows, wireframes, prototypes, and reusable UI patterns.
- Managed and mentored a multidisciplinary UX team while remaining hands-on throughout research, design, validation, and delivery.

SMARTBEAR • MABL • PEGA

Oct 2013–Jan 2018

Lead UX Designer (SmartBear, Mabl) • Lead Human Factors Designer (Pega)

- Designed enterprise SaaS, API, CRM, healthcare, and financial products through customer research, workflow design, prototyping, usability testing, and UAT.
- Simplified complex onboarding, reporting, dashboard, and operational workflows for technical and enterprise users.
- Built and evolved design systems, reusable components, interaction patterns, style guides, and product visual standards.
- Established research and UX practices that improved consistency and customer-centered product development across teams.

SELECTED IMPACT

- Conducted and facilitated hundreds of customer interviews, usability studies, UAT sessions, workshops, and product validation activities.
- Designed complex enterprise workflows, analytics experiences, dashboards, AI-enabled products, and decision-support tools.
- Delivered accessible experiences aligned with WCAG and Section 508 standards across government and enterprise products.
- Partnered with large, global cross-functional teams spanning product, engineering, data science, research, QA, customer success, and business operations.
- Mentored 50+ designers through leadership roles, apprenticeship programs, workshops, and individual coaching.

HIGHLIGHTS & PROJECTS

[AI Buddy, Takeda \(via Accenture\) \(Video\)](#): Early AI lab assistant for scientists on the Amelia conversational AI platform; designed the voice and conversational experience and ran usability testing that surfaced hidden data needs and shaped later iterations.

[Takeda HR Onboarding, Usability Walkthrough \(Video\)](#): mobile-first onboarding designed and validated with new hires, managers, and HR partners.

[Millennial Branding Student Employment Gap Study](#) (Co-author): A national study of 225 U.S. employers on hiring trends, cited by national media.

[Amazon Design Podcast](#) (Guest): Featured on design leadership, process, and building for people.

[Ally, AI Mentor Chatbot](#) (Personal Project): An HCD-driven AI mentor chatbot built with OpenAI, NLTK sentiment analysis, and a Streamlit conversational UI.

EDUCATION & LANGUAGES

New England Institute of Art: Graphic & Web Design (Certificate) • Agile Certified • HBX-HBS (Harvard Business School): Disruptive Strategy Innovation (Certificate) • IDEO: Insights for Innovation (Certificate)

Languages: English (Fluent) • Spanish (Fluent)