

Amy Clark, Ed.D.

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Summary

Strategic design and innovation leader with 15+ years of experience shaping product design, design systems, web, mobile and AI-driven experiences. Currently Head of UX & Design-led Innovation, Digital Experience at IBM, where I lead an inclusive creative culture for the global design team, recognized for delivering measurable business outcomes.

- Founded and directing the IBM Digital Experience Design-led Innovation Studio, launching cross-functional AI-powered solutions, optimizing mobile experiences, and integrating user research into design process.
- Delivering measurable design-driven business impact through cross-functional collaboration and executive alignment with KPIs (ex: +28% engagement, +37% developer efficiency).
- Strategic design leadership bridging design, product, and engineering together as partners
- Driving experimentation cultures with RITE usability testing and data-driven design (GA4, Medallia, Adobe Test & Target, Microsoft Clarity)
- Experienced in crafting design systems, scalable processes, and strategies that balance human creativity, usability and emerging technology
- Championing inclusive, high-performing psychologically safe creative cultures recognized with IBM's Culture Catalyst Award
- Passionate about ethical, user-centered AI and mentoring the next generation of designers to lead with purpose, precision, and creativity enhanced by AI

Work Experience

IBM

Global Head of UX Design & Design-led Innovation, Digital Experience Feb 2024 – Present

Leading a globally distributed, multi-disciplinary team (16 UX, 60+ org size) spanning design systems, innovation, designOps, core web, and mobile to modernize IBM's digital experiences and support enterprise-wide AI transformation.

- Founded IBM Digital Experiences Design-Led Innovation Studio, embedding rapid experimentation, prototyping, and RITE usability testing into product delivery
- Directed delivery of a genAI-supported chat product (IBM UI + Watson X AI foundation) to transform onboarding and support experiences
- Scaled mobile-optimized PLG experiences using GSAP to improve performance and adoption
- Partnered with engineering on governance of IBM.com's AEM custom component library, aligning design systems with extensibility strategy
- Advanced experimentation culture with Adobe Test & Target, GA4, Adobe CJA, Medallia, and Microsoft Clarity to drive data-informed design decisions
- Delivered measurable outcomes (+28% engagement lift, +37% efficiency gains); recognized with IBM's Business Growth Award and IBM's Culture Catalyst Award (2024) for impact on revenue, adoption, and psychologically safe inclusive creative culture

Adobe

Manager, Design Strategy & Community Partnerships (remote) May 2007 - Jun 2018

- Co-creator of Adobe Express 1.0 using a Design/Product/Engineering triad, from concept to launch.
- Led co-design external strategic partnerships (e.g. Condé Nast) to develop the first iPad digital magazine experience, resulting \$50M+ ARR in 3 years.
- Directed UX research and Voice of Customer initiatives supporting Adobe's shift to Creative Cloud and Express SaaS offerings.

Decisively Different

Founder & Principal Design Strategist

Jan 2019 - Feb 2024

Independent consultancy supporting startups and enterprises with product innovation, UX research, and design strategy.

- Directed research and design engagements to validate new offerings and enhance existing products
- Guided rebranding and product design innovation cycles with a user-first approach
- Conducted market-fit and monetization research, creating product launch roadmaps

Exceptionally Engaged

Founder and Mentor (part-time)

Mar 2020 – Present

Part-time practice supporting parents and multi-exceptional learners with mentorship, advocacy, and strengths-based coaching. Frequent speaker, podcast guest, and nonprofit advisor on inclusive leadership and education innovation. Adjunct professor (part-time) leveraging AI to transform learning.

PayPal

Senior UX Designer, Debit

May 2006 - May 2007

IBM

Design Team Lead & Front-End Developer

May 2001 - May 2006

Education

Bridges Graduate School of Cognitive Diversity

Doctor of Education (Ed.D.), Innovative Leadership for Creativity

North Carolina State University

Master of Computer Science, HCI Focus

Bachelor of Science, Computer Science

Certifications

Design Leadership at Scale: Executive Program

Maven

Enterprise Design Thinking Practitioner

IBM

Advanced Program Management, Innovation

Stanford University

Skills

Design Leadership: Strategic Leadership, Design Systems, DesignOps, Inclusive Culture

Product & Innovation: AI (genAI, agentic AI), Experimentation & Prototyping, Data-Driven Design, RITE, Market Fit & Monetization, Product Roadmaps

Collaboration: Cross-functional partnership (Design, Engineering, Product), Stakeholder Alignment

Tools & Tech: Figma, AEM, GA4, Adobe Analytics & CJA, Google Analytics, Medallia, Clarity

Recognition & Patents

10 Issued US Patents + 4 Design Patents