

# Natasha W. Clark

Product & UX Designer

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## CAREER ACCOMPLISHMENTS

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- Optimized Palmetto's sales platform experience for ~30K users, contributing to a 145% growth in solar sales.
- Led end-to-end design of a web-based calculator tool used by solar representatives across the U.S.
- Reduced sales support requests from ~18% to ~8.5% of total tickets in 1 year.
- Published the Palmetto Design System to the Figma public community, with over 1K downloads to date.
- Owned the process from ideation to high-fidelity designs for 60+ web projects over 6 years at Gatorworks.

## KEY SKILLS & TECH PROFICIENCIES

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Wireframing, Prototyping, Agile Methodologies, Design Systems, Responsive Web Design, Usability Testing, WCAG Accessibility Standards, Figma, Miro, Jira, FullStory, Loom, Adobe Creative Cloud

## EXPERIENCE

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### Palmetto

Remote

#### Product Designer (Principal Designer, B2B Platform Experience)

May 2021 - Sep 2023

Climate tech startup focused on helping homeowners access renewable energy.

- Optimized sales platform experience for ~30K users as lead designer for 2 cross-functional product teams.
- Enhanced the solar proposal process for hundreds of projects created daily by designing and launching a web-based financing calculator.
- Reduced support tickets by over 50% in a year by conducting analyses to understand usability problems in FullStory and partnering with engineers to implement solutions.
- Drove a 145% growth in solar sales by working closely with product managers to refine and iterate on new features informed by business objectives and user needs.
- Evolved and maintained design system libraries, creating new components and scaling existing assets with the latest features in Figma.

### Gatorworks

Baton Rouge, LA & Remote

#### Senior Interactive Designer & Accessibility Specialist

Feb 2021 - May 2021

#### Interactive Designer

Jun 2015 - Feb 2021

Digital marketing agency specializing in custom websites.

- Ensured projects met WCAG 2.1 AA and AAA standards by advocating for inclusive design best practices.
- Produced wireframes, interactive prototypes, and high-fidelity designs for over 60 responsive web projects in 6 years for B2B and B2C clients.
- Fostered professional growth of junior designers, providing feedback and opportunities for collaboration.
- Conveyed design ideas and solutions to peers, clients, and stakeholders in weekly meetings.

## EXPERIENCE CONTINUED

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### **Community Coffee Company** **Designer**

Baton Rouge, LA  
Dec 2013 - Jun 2015

A family-owned retail coffee brand with regional influence.

- Designed various brand and promotional materials, including packaging, retail and trade show displays, website graphics, and sales sheets.

### **BaubleBar** **Junior Designer**

New York, NY  
Dec 2012 - Sep 2013

An eCommerce fashion and fine jewelry and accessories startup.

- Joined as the first junior-level designer on the creative team.
- Created key visual assets for landing pages, email promotions, online ads, social media visuals, jewelry styling for product photography, and brand evolution.

## EDUCATION

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### **Louisiana State University** **Bachelor of Fine Arts in Studio Art, concentration: Graphic Design**

Baton Rouge, LA  
2009 - 2012

## CERTIFICATION

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### **International Association of Accessibility Professionals (IAAP)** **Certified Professional in Accessibility Core Competencies**

Issued Dec 2020

Represents cross-disciplinary conceptual knowledge about disabilities, accessibility, and universal design, along with accessibility-related standards and laws.

## VOLUNTEERING & LEADERSHIP

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### **American Advertising Federation - Baton Rouge** **Board Member**

Jul 2015 - June 2019

Chaired the Programs, Communications, and Public Service & Multicultural Initiatives committees.