

CLARA FAIRBANKS

LEAD PRODUCT DESIGNER

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EXPERIENCE

Lead Product Designer, Experian

JULY 2022 - PRESENT - Experian Partner Solutions

- Led design and execution of a self-service B2B platform, driving the creation of an intuitive, scalable solution enabling diverse partners to manage their own integrations.
- Collaborated cross-functionally with engineering, product management, and business teams to deliver white-label products and solutions tailored to diverse B2B partners.
- Developed strategic design briefs that provided clarity and alignment across business, design, and engineering for high-impact initiatives.
- Managed user research, usability testing, and data analysis to inform design strategy and enhance user experience, contributing to a significant increase in user engagement.

Senior Product Designer, Yesware

JULY 2022 - APRIL 2023 - Part Time - Vendasta Integration

- Served as a part-time product design resource for Vendasta during the Yesware acquisition, leading the UX strategy for the seamless integration of Yesware products.

JANUARY 2021 - JULY 2022 - Growth and Acquisition

- Designed multiple zero-to-one products, including a new campaigns tool, a contact management tool, and a prospecting tool, driving significant product innovation.
- Collaborated with marketing and product teams to launch a Freemium model service, resulting in a 16% growth in the user base.
- Redesigned the onboarding flow, reducing user abandonment by 28% and enhancing overall user satisfaction.

Product Designer, Clarafy UX UI

JANUARY 2018 - JANUARY 2021 - Start up Consulting

- My Place • Home Sharing • IOS Application Product Design: Led the redesign of mobile app experience, significantly improving user experience.
- SwiftPay • Payment App • Mobile Application Product Design: Developed early concepts for the startup, contributing to successful funding.
- SmartMatter • Augmented Reality • Tablet and Mobile Application Design: Conducted all UX research and design for early stage company laying the foundation for the company's product strategy and growth.

EDUCATION Hunter College, New York, NY - *Computer Science*

SKILLS UX / UI Design, Leadership, Design Thinking, Design Strategy, Product Management, Mentorship, Wireframes, Prototypes, Design Systems, Figma, Jira, Salesforce.