Jordan M. Clayton

Executive Design Leader | Creative Strategy + UX + Design
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// Executive Summary //

Visionary design leader with 20+ years driving award-winning interactive experiences for global brands, start-ups, and mission-driven organizations. Expert in building and scaling multidisciplinary design teams, shaping human-centered design practices, and delivering transformative results across education, healthcare, tech, travel and consumer industries. Known for inspiring creative cultures, change management, operational excellence, and driving measurable business impact.

Differentiators:
- ➔ Change leadership
- ➔ DesignOps + team building
- ➔ Creative range + versatility
- ➔ Global activations
- ➔ Product innovation
- ➔ Sales enablement
- ➔ Taming complexity
- ➔ Relentless optimism

// Experience //

Director of UX & Design, OHO — Charleston (Remote) // 2020 - Present

- Executive leader for a nationally distributed team of 10+ researchers, UX and visual designers.
- Built and scaled a high-performing design practice serving multi-million-dollar engagements for globally recognized education, healthcare, and nonprofit organizations.
- Instituted talent development, performance systems, and design methods that improved retention and product quality.
- Key Clients: *Yale, Harvard, NYU, St. Jude, Rockefeller Foundation, Blue Cross Blue Shield, CIEE.*

Creative Director, UX/UI, Self-employed — Boston + Vancouver + SF // 2005 - 2020

- Launched a remote-first consultancy providing end-to-end design strategy and execution for ambitious product and marketing clients.
- Led all business development, client strategy, and creative direction for product and marketing initiatives.
- Delivered scalable UX/UI systems and digital products that accelerated growth for solutions that ranged from eCom and logistics systems to robotics and interactive exhibits.
- Key Clients: *TripAdvisor, Fidelity, Ryder, LoJack, Jibo, Boston Scientific, St. Louis Aquarium.*

SVP, Creative Director, Arnold Worldwide — Boston // 2015 - 2016

- Integrated UX design into the global agency's core creative offering, shaping digital strategy across major offices.
- Directed large-scale interactive and integrated campaigns for international consumer brands.
- Served as an Advisor on the board of CreateTech, Arnold's 4A's creative technology partner.
- Key Clients: *Carnival, Jack Daniels, Progressive, CenturyLink, John Frieda, PUR, Santander.*

Director of Experience Design, McKinney Durham // 2011 - 2015

- Founded and grew the agency's Experience Design department and introduced Human-Centered Design methods and processes.
- Facilitated cross-disciplinary workshops and client innovation sessions to drive breakthrough concepts.
- Key Clients: *Travelocity, Sherwin-Williams, Nationwide, Mizuno, Meijer, Gold's Gym.*

Director of User Experience, Wuhu Travel Durham // 2011 - 2013

- Led UX strategy and conceptual development for the online travel start-up from the beginning.
- Developed a prototype that successfully secured investors and over $1M in start-up capital.
- Maintained a highly productive agile process while collaborating with designers, developers and stakeholders across the globe (Durham, Boston, Providence, Sydney, Bangalore).

Experience Designer → Associate Director, CP+B Boulder + Europe // 2008 - 2011

- Created the interaction design for a variety of digital products, tools, toys, games, and apps as well as the experience strategy for robust, integrated communication campaigns.
- Grew the international Experience Design practices across the Sweden and London offices.
- Directed global creative work that ran in over 18 countries and incorporated multiple languages.
- Key Clients: *Discovery, Guitar Hero, Best Buy, Ubisoft, Old Navy, Coke, VW, P&G, SAS.*

// Education //

Savannah College of Art and Design 2001-2005

BFA in Product Design, Minor in Interaction Design, Cum Laude

// Leadership + Core Competencies //

- Executive Creative Direction and Organizational Strategy
- Team Building, Mentorship, and Change Management
- Human-Centered Design Methodologies and Modification
- DesignOps Implementation, Evaluation and Optimization
- Digital Product and Service Innovation
- Brand Experience, UX/UI, and Creative Strategy
- AI-Enabled Design Processes + Emerging Tech Integration
- Have given 500+ presentations and 30+ winning pitches

Tools:

➔ Figma, Sketch
➔ Miro, Figjam
➔ Adobe Creative Suite
➔ UserTesting.com, UserZoom
➔ Alchemer, Optimal Workshop
➔ ChatGPT, Perplexity, Gemini
➔ MidJourney, Octopus, Loveable
➔ Fathom, Granola, NotebookLM

// Awards + Recognition //

Have received 50+ major industry honors including Cannes Lions, Effies, One Show, Clios, Webby Awards, and aWWWards.

- McKinney was awarded "Most Effective Independent Creative Agency in the World" by Effie Worldwide during my tenure.
- CP+B was awarded "Interactive Agency of the Year" by Cannes, and "Agency of the Decade" by AdAge during my tenure.