

KORINN L. CLARK

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PROFESSIONAL SUMMARY

Creative and detail-oriented UI Designer with a strong foundation in digital asset production, visual storytelling, and cross-functional collaboration. Experienced in translating complex concepts into structured, aesthetically compelling, and highly functional user interfaces. Combines an entrepreneurial mindset with a background in Public Relations to advocate for the user, optimize workflows, and deliver cohesive, brand-aligned digital experiences. Highly adaptable team player committed to utilizing modern design systems, continuous learning, and pixel-perfect detail.

CORE COMPETENCIES

UI/UX Design: Wireframing, High-Fidelity Mockups, Prototyping, Responsive Design, Design Systems.

Visual & Brand Strategy: Creative Direction, Digital Asset Creation, Typography, Color Theory, Layout Design.

Process & Operations: Workflow Automation, Technical Documentation, Sourcing & Asset Management.

Communication & Collaboration: Cross-functional Alignment, Stakeholder Engagement, Public Relations.

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator), Microsoft 365, Digital Layout Tools.

PROFESSIONAL EXPERIENCE

FOUNDER & CREATIVE DIRECTOR Hidden Haven Threads & The Krafted Haven | 2023 – Present

Conceived and executed end-to-end creative strategies, establishing cohesive brand identities and digital assets across multi-channel e-commerce platforms.

Designed highly functional layouts and operational structures to ensure a seamless, intuitive, and consistent visual experience across all touchpoints.

Evaluated visual engagement and performance metrics, leveraging user data and technical documentation to continuously iterate and refine designs.

Managed cross-functional timelines and collaborated with external vendors to ensure deliverables met strict quality standards and brand guidelines.

INDEPENDENT CONTRACTOR Community Support & Project Management | 2021 – Present

Utilized structured observation and detailed documentation to map user behaviors, translating qualitative data into actionable insight reports.

Identified friction points in existing operational workflows and proposed digital adjustments to maximize user engagement and accessibility.

Collaborated tightly with diverse stakeholder groups, presenting complex design and operational findings clearly while managing strictly confidential data.

SENIOR ADMINISTRATIVE ASSISTANT / OPERATIONAL COORDINATOR TYJA | 2019 – 2020

Managed complex digital administrative networks, optimizing internal asset-tracking workflows and cross-department communications.

Prepared highly polished visual materials, structural reports, and presentation briefs for senior leadership and external partners.

Enforced consistency and standard operating procedures across fast-moving production streams to maintain procedural integrity.

EXECUTIVE ASSISTANT FISLL (NBA Licensee) | 2017 – 2018

Safeguarded brand continuity across massive corporate calendars, executing high-priority visual presentation materials for executive reviews.

Managed sensitive intellectual property and assets for an official NBA-licensed brand under tight corporate guidelines.

EDUCATION

B.A. in Public Relations (Minor: Deaf Studies) – SUNY New Paltz

M.S.Ed. in School Counseling – St. John's University

TECHNICAL & DESIGN TOOLKIT

Design & Layout: Figma, Digital Media Layout Tools, Interface Wireframing, Prototyping Systems.

Collaboration & Systems: Microsoft 365 (Teams, Word, Excel, PowerPoint), Digital Reporting Platforms, Data Organization Tools

