

Nick Clark

Head of Design

Remote | Orlando FL

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Design executive with over a decade leading enterprise SaaS across fintech, defense, and biosurveillance products. Specialized in transforming complex technical concepts into products, narratives, and experiences that drive adoption, secure funding, win contracts, and align stakeholders. Proven track record building design organizations, launching net-new platforms, and helping startups scale from early growth through enterprise and government markets.

Selected Highlights

- First design hire at Stax, Denim, and PHC Global
- Contributed to \$126M Series B fundraising efforts at Denim
- Helped PHC secure government opportunities against established defense contractors
- Led UX for White House-recognized biosurveillance initiatives
- Redesigned, developed, and launched PHC's corporate website in a two-week turnaround

Core Competencies

Product Strategy

Design Leadership

User Research

Executive Communication

Design Systems

Product Management

AI Product Design

Enterprise SaaS

Government & Defense

Information Architecture

UX Strategy

Stakeholder Alignment

Experience

2/2023 - Present *Head of Design @ PHC Global (fka The Public Health Co.)*

- Lead UX strategy and product design for AI-powered biosurveillance and bio-intelligence platforms serving national security, public health, and corporate security stakeholders.
- Led design across both product and marketing functions, creating a unified customer experience spanning enterprise software, government proposals, sales materials, and corporate web presence.
- Independently designed, developed, and launched PHC Global's corporate website in a two-week sprint, leading strategy, UX, copywriting, executive stakeholder alignment, infrastructure migration, implementation, SEO, analytics, testing, and deployment.
- Redesigned the end-to-end user experience across PHC's platform, improving clarity, usability, and consistency across complex intelligence workflows.
- Led UX design for Beholder's Gaze 2024, a government-funded AI system for pathogen detection in wastewater that earned recognition from DIU, the White House, OPRR, and NSC.
- Directed product design and user research for Wingman, an AI-powered analysis platform helping experts investigate emerging biological threats.
- Partnered with executive leadership on proposals, demonstrations, and strategic communications that helped PHC win competitive government opportunities against established contractors (Palantir, Booz Allen, etc).
- Conducted research with epidemiologists, government agencies, and enterprise security leaders to shape roadmap decisions and product direction.
- Translated complex scientific and technical concepts into compelling product experiences, customer narratives, and market-facing communications.

1/2022 - 2/2023 *Senior Product Designer @ Denim (fka Axle)*

- First design hire, responsible for establishing UX practices, product design processes, and design operations across the organization.
- Designed and launched a research-driven dashboard experience that improved product engagement and became the primary customer entry point.
- Collaborated with executive leadership on investor communications and product storytelling that supported a successful \$126M Series B funding round.
- Built and scaled the company's design system, partnering with engineering to translate design patterns into reusable Storybook components.
- Hired and mentored a junior designer, creating onboarding, review, and feedback processes that accelerated team effectiveness.
- Led design efforts for a company-wide rebrand, aligning product and marketing experiences under a unified visual identity.

7/2018 - 11/2021 *Product Designer @ Stax (fka Fattmerchant)*

- First product design hire supporting a rapidly growing fintech platform that became Orlando's first unicorn startup.
- Led UX improvements across core workflows, increasing engagement, customer satisfaction, and long-term product adoption.
- Co-created and implemented a scalable design system used across the platform.
- Facilitated design-thinking workshops with stakeholders to align business goals and product direction.
- Developed business cases and designs for new product initiatives, helping shape roadmap priorities.

- Served as a product subject matter expert supporting sales, partnerships, and strategic customer engagements.

9/2017 - present *UX, Design, & Development @ Nick Clark LLC*

Partner with startups and small businesses to translate early-stage ideas into product strategy, user experiences, visual identities, and production-ready software.

9/2014 - 7/2018 *Software Engineer 1 @ Northrop Grumman*

Designed, developed, and maintained mission-critical aviation training software supporting U.S. Air Force programs, collaborating across engineering, UX, and defense stakeholders within highly regulated environments.

4/2012 - 9/2014 *Digital Media Specialist @ Educational Data Resources (EDR)*

Served as a multidisciplinary designer spanning product, web, and brand. Designed enterprise K–12 data management software, produced motion graphics and marketing content, and designed and coded the company's website.

Education & Community Leadership

2013 Bachelors of Arts in Digital Media
University of Central Florida

2020-2023 DOUX Co-Organizer & Speaker
Downtown Orlando User Experience meetup