

Michael James Clarke

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EXPERIENCE

HelloFresh – Staff Product Designer

08/2025 – Present

Design lead across New Ventures, working on subscription, referrals and membership for a portfolio of nine brands.

Led the redesign of Refer a Friend, a \$23.7M acquisition channel down 24% year over year. Reframed a tactical brief about banner placement into a rebuild of the referral model itself, cutting a 19 step journey for the referred friend and retiring a five year old offer that had stopped registering. Live in two markets in ten weeks.

Owned experience strategy and experiment design for Factor Plus, a paid membership that opened at 1.8% adoption against a 10% target and scaled to **7.77%**. Argued for measuring behavior change over adoption, which surfaced a loyalty gradient: **+9.8% 52 week CLV** in the strongest cohort, turning negative past an identifiable threshold. Members ordered roughly 3x more than control, and cancellation fell between 63% and 85% depending on band.

That segmentation model is now the standard read for membership across HelloFresh brands, and the framework the next brand launch is built on.

MLSE – Lead Product Designer

10/2024 – 09/2025

MAPLE LEAF SPORTS AND ENTERTAINMENT

Led a major UX overhaul across MLSE's sports apps, including Toronto Maple Leafs playoff updates that drove a **43% spike in users** and propelled the app to the **#1 spot** among sports apps in Canada on the App Store.

Redesigned critical user flows to boost discoverability of schedules (+20.6%) and highlight content (+24.8%), while optimizing revenue-driving features within CMS limitations.

Implemented a self segmentation screen to personalize the user journey and surface relevant content based on fan context (in-arena, at home, tailgate).

Simplified the sign in experience by eliminating fragmented login paths, reducing friction and improving accessibility.

Championed a data driven design process through usability testing and A/B experiments, directly improving overall engagement and user satisfaction.

Housecall Pro – Senior Product Designer

07/2022 – 05/2024

Led the foundation team consisting of 8 developers, tech lead and PM.

Owned the end to end design strategy for our in house e-signatures product, driving adoption and efficiency across the platform.

Collaborated cross functionally with account and fintech teams to integrate e-signatures into key workflows, achieving a **66% adoption rate** within the first 3 months. This led to an average of **\$1.32M in additional approved work**, a 27% increase in finalized approvals, and reduced approval turnaround time from days to just ~37 minutes.

Championed the creation of project templates. An 87% adoption rate within the first month and over 50% increase in project efficiency and creation.

IBM Canada – Lead Product Designer

03/2022 – 10/2022

Spearheaded the creative direction, UX, and branding for IBM's inaugural Weavesphere conference, completing the project within a strict 6 month requirement.

Developed the brand identity, website, marketing materials, and pitch decks. Collaborated with IBM's developers to ensure pixel-perfect execution.

The conference surpassed targets with over **5,000 attendees** (200% of the goal), 200 speakers (400% of the goal), and 150 startups (300% of the goal). Met all deadlines and quality standards, achieving a 95% stakeholder satisfaction rate.

Vish – Senior Product Designer

06/2021 – 06/2022

Oversaw the creation and maintenance of a ground up design system, including components, libraries, and patterns, driving a **75% increase in design efficiency**.

Collaborated with developers to ensure flawless integration, reducing post-launch design issues by more than 50%.

Led continuous refinement and design reviews, contributing to a 20% reduction in support tickets by addressing key usability challenges.

Sawmill Creative – Senior Brand and UX Designer

03/2020 – 05/2021

Developed an automation tool that standardized email communications for the largest client, boosting design efficiency by over 55% resulting in a 40% increase in monthly workload.

Led the creative direction for multiple web development projects, achieving a 100% client approval rate and driving a 30% increase in repeat business.

Hook & Stem – Co-Founder and Maker

01/2016 – 03/2020

Co-founded Hook & Stem, a woodworking home decor shop, driving over **\$1 million in revenue** within the first three years.

Designed and built 100% of products, selling 100,000+ items with a 5-star average rating across 2,000+ reviews.

Secured partnerships with West Elm, Wayfair, and other notable retailers, boosting monthly visitors by 10%.

Delivered a 10,000-piece custom order for Shopify, resulting in a 4% increase in new customers.

EDUCATION

OCAD University – User Research and Insights

2021

SKILLS

Focus: UX Strategy · Systems Thinking · Craft Mastery · Design Systems · Rapid Prototyping · Experimentation and Growth · Research and Synthesis · Multi-brand Coherence

AI practice: Daily across the workflow rather than at the edges of it: synthesis and strategy pressure testing, and working prototypes built in code to test a flow before it costs engineering time. Judgment about where the output still needs a human hand is the part that matters.

Tools: Claude and Claude Code · ChatGPT · Gemini · Cursor · Figma Make and Figma AI · v0 · Lovable · Midjourney · NotebookLM · Perplexity · Figma · FigJam · Adobe CC · HTML and CSS · Webflow · Amplitude · Mixpanel · FullStory

Ask me about anything related to photography, including the time I had the privilege of photographing Patrick Adams' (from Suits) wedding.