

Clarence W Stone

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Experience

SENIOR MANAGER (ASSOCIATE DIRECTOR) - ERNST & YOUNG - 09/2019 - CURRENT

GLOBAL TAX PLATFORM - FINANCIAL SERVICES, CLIENT EXPERIENCE (UX) LEAD - 9/2019 - CURRENT

EY's Global Tax Platform is a strategic shift that adopted the "bring your own developers" model to modernize & streamline the development and deployment process of all tax technology built within EY Americas.

- Began as a UX contractor that conducted user research, developed personas, and designed the experience for EY's global tax platform utilized by over 75 Wealth and Asset Management clients within the first year.
- Grew the team into 4 development pods focused on building world class tax preparation software that now service over \$15 Million dollars of operationalized tax services.
- Implemented ML/AI products to streamline the assignment process and improve production capacity by 33%.
- Lead the creation of the enterprise analytics platform that allowed operational insight into the workflow of the 400+ tax prepares utilizing the platform.

FUTURE OF WORK - USER EXPERIENCE INNOVATION LEAD - 11/2020 - CURRENT

Provided thought leadership on business mechanics, product development, and operational transformation. Re-thinking the way the tax practice would conduct business in a hybrid working world (across US, Argentina, and India)

- Created end to end process flows and standardizations for onboarding new users, clients, and servers to the ever expanding Future of Work model. Which currently services over 300 clients across 15 services that generated over \$55 Million in revenue in 2021.
- Promoted thought leadership to enhance the user experience through designing chatbots, visualizations of enhanced machine learning algorithms that predicted resource shortages and incidents, and optimized the workflow by assessing each persona's need through the tax preparation process.
- Designed marketing assets to promote hiring of new service delivery workers that are featured on EY's instagram and LinkedIn accounts.

FSO TAX SOLUTIONS, ESG INVESTMENT LEADER - 7/2021 - CURRENT

- Led the creation of an internal venture capital organization with the goal of growing revenue by 3-5% annually.
- Established the Fund Complex structure to focus our investments across three funds: Digital Marketplace, Emerging Businesses, and Climate and Sustainability
- Promoted ideas that allowed EY's Tax, Technology, and Transformation group to create products within blockchain, crypto based tax, and the metaverse.

ADJUNCT PROFESSOR OF UX DESIGN - UTSA - 01/2022 - CURRENT

Part-Time Professor at UTSA teaching UX Design, Research, and Front-End development.

FREELANCE UX DESIGNER - THISISCLARENCE.COM - 10/2018 - 09/2019

In preparation for a deployment as a US Army Reservist, I filled the gap between my Army courses by working as a freelance UX designer, developer, and videographer.

- Created the front end experience, component library, and advised startups like Wise Ape Tea, Fountain Greetings, and OneBody.ai. Designed, developed, maintained, and created new features for Techlaunch (a NJ startup accelerator) and Tilebar.com.

- Worked as a videographer for award winning short films and filmed ads for companies TED, USPS, and TransferWise.

UX LEAD / FRONT END DEVELOPER – ADORAMA INC – 02/2013 – 10/2018

- Worked as the UX Lead in an agile team of 6 designer and developers and collaborated with business leads to deliver large scale projects.
- Crafted designs with Sketch and developed HTML/CSS front end code for major initiatives like Adorama Rewards, VIP360, and third-party integrations of services like ShopRunner.
- Created custom landing pages for Adorama sponsored company events with external brands like GoPro, Canon, Nikon, and Sony.
- Developed experience design solutions that reduced the churn rate by 100% and improving conversions by 23% in a year (2017).
- Designed the award Adorama TV and Adorama Learning Center sites.
- Adorama’s website was featured in O’Reilly’s UX Strategy book as having word class data structure and display.

CAPTAIN – UNITED STATES ARMY RESERVE - 09/2012 - 01/2022

DEFENSIVE CYBER OPERATIONS PLANS OIC - REGIONAL CYBER CENTER SWA - 2020 (DEPLOYMENT)

- Developed a cyber risk management & compliance program designed to protect, detect, and respond to internal and external network threats in line with the joint strategic objectives of the CENTCOM commander which improved average response time of the incident response team by over 25%.
- Lead a team of infrastructure engineers on multiple missions in combat zones (Iraq, Afghanistan) in order to focus on establishing better infrastructure protection, improving threat intelligence, and increasing readiness.

MISSION ELEMENT LEAD - CYBER PROTECTION TEAM 181 - 2016 - 2020

- Planned training and administration of a team of network defenders. Crafted real world experiences through capture the flag & hack the box events.
- Developed a team capable of being deployed to respond to cyber incidents, assisting combatant commanders, and producing complete network assessments across the world within a 72 hour time frame.

SIGNAL OFFICER - 50TH IBCT - 2012-2016

- Led a 40 person team maintaining over 500 pieces of communication equipment worth over \$5 billion designed to provide on the move communication for an 800-person battalion sized element.
- Facilitated bespoke implantation of communication redundancies through the use of SATCOM, HCLoS, and Raven drones designed to extend FM signals.
- SEC+ Certified with a current TS/SCI clearance

CHIEF OPERATIONS OFFICER – 30 SECOND SHOWCASE (ACCELERATOR STARTUP) - 01/2012 – 02/2013

30 Second Showcase was an accelerator backed startup that allowed creators to quickly create custom elevator pitches of their work to various types of clients and track them as they are being shared.

- Lead a team of 8 through the design, development, launch and pitch of a website and iOS application crafted around being a pitch tool for the high-end visual freelance market.
- Developed an MVP and had a peak user base of 350 users that generated over 5,000 customized showcases.
- Received Business & Entrepreneurship courses from Montclair State University

Education

BACHELORS IN SCIENCE - BIOLOGY | 2008 - 2012 | FAIRLEIGH DICKINSON UNIVERSITY

- Summa Cum Laude – Minor in Chemistry
- Vice President of Sigma Pi Fraternity – Epsilon Xi, member of Order of Omega and Tri-Beta Honor Societies