NATALIE PARKE —

UX + PRODUCT DESIGNER

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Work Experience —

UX/PRODUCT DESIGNER // VOKAL

February 2018 - present, Chicago

Designer at digital agency; strategized with clients, product owners and developers to satisfy client visions for accessible human experiences on multiple platforms; designed for a score of products in a wide variety of industries. Notable accomplishments include:

— Researched, designed, prototyped a more valuable mobile experience for a popular restaurant chain; efforts resulted in increased customer retention (+40%), application revenue (+146%), and app rating.

— Lead designer for redesign of national finance organization website; resulted in increased user satisfaction (+11%) and ease of use (+9%).

— Strategized usability consulting and designs to solve usability problems for a national medical organization; results lead to 8% increase of user retention.

— Team lead of a 5wk research initiative for a National Hospital Association; moderated weekly remote user-testing interviews (40+ hours of sessions), refined research outputs, resulting in strategic presentation of findings and a projected plan to stakeholders.

UX DESIGNER + STRATEGIST // FREELANCE

August 2017 - present, Chicago

Consulted with tech startups and small companies to strategize opportunities for optimized product experiences and offerings. Projects including:

— Provided design enhancement recommendations and strategic engagement designs for a financial institution on-boarding flow.

— Re-design for a university lab website; designed new site flow and produced delightful high-fedility designs for an improved experience.

— Landing page design for tutoring business; provided enhanced site flow and delightful visual designs to drive auidence engagement + business.

UX DESIGNER // DESIGNATION

October 2016 - April 2017, Chicago

Learned the fundamentals of successful UX and UI design in a highly immersive 70+ hours/week 24-week bootcamp. Provided suite of design offerings, initial user research to prototypes, for several Chicago-based start-ups. Accomplishments including:

— Restaurant delivery product; worked with a team of designers to design an optimized experience (ease of use +3%) through enhanced route optimization and order tracking.

— Educational service product; worked with a team to conduct usability testing of existing product, redesign content strategy, and test usability of redesigned product resulting in increase of perceived product value.

Education —

University of California, Davis
B.A. English, Political Science
2011-2015
Cumulative 3.85/3.9 GPA

Designation
UX Design Emphasis
2016-2017

Skills —

DESIGN

High-fidelity designs
Wireframes
Interaction design
Information architecture
Rapid prototyping
Application/site maps
Task/user flows
User journeys

RESEARCH

User interviews
Usability/preference testing
A/B testing
Data analysis
Content analysis
Heuristic reviews

STRATEGY

Competitive analysis
Experience strategy
Content strategy
Performance data analysis
Co-creation workshops

WORK STYLE

Passionate
Human centered
Multitasker
Self starter
Detail-oriented

Talents—

CREATIVE

Sketching
Watercolor
Oil painting
Printmaking
Animation/motion