Micah Parker
UX / Product Designer
206.948.9644 | micah.mpc@gmail.com | micahpcreative.com

Profile

Designer and thinker with a knack for strategy and solving problems. My background includes designing and building user experiences, web interfaces and full sites, branding, and marketing. My goal is to be able to elevate and build products and experiences that users can find value in, while effectively branding and building those products for success and repeated use.

Projects

MicahPCreative

Freelance Designer **>** *2009 - Current*
- Designed and built websites for private business and startups.
- Designed branding packages and built brand identities.
- Design marketing and email campaigns.

Prep Sportswear

Web Designer / UI Developer **>** *May 2016 - April 2017*
- In charge of developing and maintaining the UI of legacy and new platforms during redesign and re-platforming of company website.
- Designed and built new web apps to assist internal users and production team members.
- Worked with Design Team to create UI of new websites and platforms; built working prototypes from mockups.
- Designed, developed, and maintained the style guide and brand identity for the new websites.

Work Experience

Prep Sportswear

Graphic / UX Designer **>** *December 2012 - May 2016*
- Designed, developed marketing & SEO pages and assets for strategic initiatives and partnerships. Worked directly with external stakeholders in some cases.
- Designed and developed all email templates. Created campaigns and specific targeting strategies. Created responsive templates to pass to email marketing manager to integrate into Responsys.
- Helped design and launch new merchandising system. Created information architecture for adding and leveraging new and existing products and designs for promotional/business purposes.
- Designed and redesigned user processes and proprietary tools to improve workflows and capabilities of internal users on design, marketing and production teams.

Prep Sportswear

Production Designer / Jr. Graphic Designer **>** *June 2010 - December 2012*
- Designed templates and one-off designs for apparel. Created bulk assets from templates. Oversaw all bulk asset creation, managing both internal and overseas designers.
- Managed all apparel design files. Created folder structures and conventions for improved architecture. Managed and fixed or assigned-out all design errors pushed up from manufacturing.
- Created graphics and illustrations for specialty design sets. Lead designer in R&D of new device-skin and vinyl-wrap product offerings. Created schematics, templates, and designs. Tested materials for functionality.

Law Offices of Helene Ellenbogen

Process Server / Administrative Assistant **>** *May 2009 - June 2010*
- ▪ Served legal process in King, Snohomish, and Pierce Counties.
- ▪ Delivered legal documents to courthouses, clients, and opposing parties.
- ▪ Reorganized and sorted current client files. Found and disposed of expired documents and records.

Prep Sportswear

Production Specialist **>** *December 2009 - June 2010*
- ▪ Operated Heat Press for apparel application.
- ▪ Worked with vinyl cutters, large format cutters, and large format printers.

University of Redlands

Design Tutor / Print Studio Assisstant **>** *September 2008 - May 2009*
- ▪ Tutored undergraduate students in design software, principals, and design concepts.
- ▪ Worked as studio assistant in Letterpress and Printmaking classes. Organized letters/glyphs in type cases. Worked ink for use, and recycled wasted material. Cleaned and organized studio.

Education

University of Redlands
BA Graphic Design with honors. 3.6 GPA **>** 2009.
BA Business Administration. 3.2 GPA **>** 2009.

Garfield High School
Graduate with honors. 3.7 GPA **>** 2004.

Training

Bloc
Design Track (UX/UI/Front-End Development) **>** 2017 - 2018

Team Treehouse
C# / ASP .NET MVC **>** 2016
HTML/CSS Frameworks (Bootstrap / SASS) **>** 2016
Front-end Development Track (HTML/CSS/Javascript) **>** 2015 - 2016
Responsive HTML5/CSS3 **>** 2015

School of Visual Concepts
Responsive Email Development **>** 2015
Web Design and Wireframing **>** 2009

Technical   (★**Bold:** Expert Skills)

Software / Tools:
★**Adobe XD**, ★**Illustrator**, ★**Photoshop**, Figma, UXPin, Sketch, Axure, ★**Balsamiq**, ★**Google Draw**, ★**Invision**.

Languages
★**HTML5**, ★**CSS3**, Javascript, Jquery, ★**Bootstrap**, Git, MVC/Razor syntax.

Research
★**Google Forms**, ★**UserTesting**, OptimalSort, UsabilityHub.