



Micah Parker

UX / Product Designer

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PROFILE

Designer and thinker with a knack for strategy and problem-solving. My background includes designing and building user experiences, web and mobile products, websites, branding, and marketing. My goal is to elevate and build products and experiences that users will find value in, while effectively branding and building those products for success and repeated use. I work and design for efficiency to make innovation and iterations a quicker and easier progression.

EDUCATION

University of Redlands - 2009

BA Graphic Design [3.6 w honors]

BA Business Administration [3.2]

EXPERTISE

Software

Adobe XD, Illustrator, Photoshop, Sketch, Axure, Balsamiq, Invision

Languages / Frameworks:

HTML5, CSS3, Javascript, JQuery, Bootstrap, Git

Research

UserTesting, Optimal Workshop, Google Analytics, UsabilityHUB

TRAINING

Bloc

UX Design Track [2017 - 2018]

Team Treehouse

Front End Dev Track [2015]

Responsive HTML/CSS [2014]

School of Visual Concepts

HTML/CSS for Email [2014]

Web Design and Wireframing [2009]

FREELANCE DESIGNER

2017 - Current

Designed and built websites, branding packages, and marketing campaigns for small businesses and startups.

wireframes | sitemaps | prototyping | web development | branding

UX DESIGNER / UI DEVELOPER

Prep Sportswear - May 2016 > April 2017

Built front end of new websites. Architecture consultant for back end engineers. Product owner and developer of brand identity and style guide. Designed and built web apps to aid processes of internal users and production team members.

web development | branding | prototyping | ia | wireframes

GRAPHIC / UX DESIGNER

Prep Sportswear - December 2012 > May 2016

Built tools and processes to improve efficiency and capabilities of internal users across multiple teams. Conducted user research and product testing through prototypes and wireframes. Designed and developed marketing strategies and assets for strategic initiatives, working with internal/external stakeholders. R&D for new product lines, designed processes and workflows for manufacturing.

workflows | wireframes | prototyping | research | web development

JR. GRAPHIC DESIGNER

Prep Sportswear - June 2010 > December 2012

Designed collections of templates for apparel. Oversaw bulk design creation by overseas design team. Created illustrations and icons for design collections. Managed and improved folder structures of design collections. Managed all design errors and worked with engineers to fix and maintain processing tools.

graphic design | illustration | typography

PRODUCTION SPECIALIST

Prep Sportswear - December 2009 > June 2010

Operated heat press for apparel design application. Worked with vinyl cutters, large-format printers and cutters.

apparel manufacturing | printing

DESIGN TUTOR & STUDIO ASSISTANT

University of Redlands - December 2009 > June 2010

Tutored undergrad students in design software and design concepts. Assistant in letterpress and printing studio. Organized type sets and studio. Worked ink and recycled wasted material.

typography | design software | design teaching