



## MICAH PARKER

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Building on a background in graphic design and web development, I am a **UX DESIGNER** who employs strategic thinking and research-based analysis to create intuitive products and user experiences. My goal is to build products that are easy to use, sustainable, and help people be more successful in work, play, and life.

## SKILLS

UX & Product Design

Visual & UI Design

User Research & Testing

Information Architecture

Wireframing & Prototyping

Brand Strategy & Identity

Web Development

Project Management

## TOOLS

Adobe XD & Creative Suite

Sketch

InVision

Balsamiq

HTML / CSS / JavaScript

GitHub

Usability Hub

Jira / BitBucket

## PROJECTS

### Family Law of Seattle | Design & Development

[familylawofseattle.com](http://familylawofseattle.com)

Family Law of Seattle is a new website for a local Seattle law firm. It seeks to set itself apart by structuring itself in an approachable and easily-digestible format.

### Aetlas | Design & Prototype

[micahpcreative.com/aetlas.html](http://micahpcreative.com/aetlas.html)

Aetlas is a crowdfunding launchpad branded around sustainability and focusing on building user trust to increase retention and success of the projects and the earth.

## EXPERIENCE

### Freelance Designer | MicahPCreative

May 2017 - Current

Design and build websites for small businesses. Collaborate with clients and users. Conduct user research for iterative design.

### UI Developer & Architect | Prep Sportswear

May 2016 - April 2017

Develop the UI of 2 new websites - fundraising and e-commerce sites powered by Prep Sportswear. Released March 2017.

Partner with engineers to build platform architecture, navigational structures, and logic for customization tools.

Build and maintain style guide. Manage content assets for new and legacy platforms.

### Graphic & UX Designer | Prep Sportswear

June 2010 - May 2016

Build and fix internal tools and workflows. Improved process efficiency and reduced error in design and manufacturing by over 25% average.

Advise engineers on admin tool updates and teach users proper use. Communicate with internal teams and users to improve admin tool capabilities. Create documentation and instructions for use.

Create and develop visual pages, emails, and web assets. Work with marketing team on marketing and product strategies.

Conduct user research on internal users via interviews and prototype testing. Iterate on design versions. Create mockups and design specs.

## EDUCATION

**Bloc 2017 - 2018** | UX Apprenticeship

**University of Redlands 2004 - 2009** | BA Graphic Design

**University of Redlands 2004 - 2009** | BA Business Administration