

# Alexa Parks

User Experience and Voice User Interface Designer



## Hi there

I'm a trained graphic designer with an affinity towards VUI design. VUI design is the most exciting modality, and lends itself to deep thought, attention to detail, and looking around every corner.

I've lived in Seattle for 10 years (with a 2 year sabbatical in Tokyo, Japan) and I'm an outdoor enthusiast. My favorite hike this year was Fragrance Lake, and I'm looking forward to hiking Oyster Dome.

### Email

alexaparks22@gmail.com

### Phone

(206) 512-0323

Sample PDF of selected work available upon request.

## Education

### Seattle Central Creative Academy

A.A.S. Graphic Design  
Seattle, WA 2017-2019

### University of California, Irvine

B.A. Psychology and Social Behavior  
Irvine, CA 2012-2014

### Orange Coast College

A.A. General Education  
Costa Mesa, CA 2010-2012

## Tools

**Voice design** *Voice Flow*

**Interaction design** *Sketch, Figma*

**Adobe suite** *Illustrator, InDesign*

**Development** *Sublime, Git, GitHub*

**Miscellaneous** *Asana, Microsoft Office*

## Career History

### Voice User Interface Designer

Amazon's Alexa Audio 2019-2022

#### Lead VUI designer

I lead several projects from research and ideation to launch.

#### *Voice Move launched 2021*

Move music, podcasts, and radio to and from your Echo devices and groups.

#### *Media Resume launched 2021*

A new setting on Echo devices and the Alexa app that moves audio seamlessly from your home Echo devices to Echo Auto.

#### *Kindle Assistive Reader launched 2022*

Updated accessibility feature that enables Alexa to read your audiobooks on your Echo devices and in the Alexa app.

#### **Alexa Audio Mobile App: Design Lead**

Mobile and interaction design and ownership for coordination and sign-off.

#### **Alexa Audio Growth Team: Design Lead**

Responsibilities included design and management of voice hints and push notifications regarding feature awareness.

#### **Front-End Developer**

Palisades Holding Company 2016-2017

Developed and designed responsive email templates, quality assurance dashboards, and web pages.

## Skillset

### Voice user interface design

- Voice flows
- Sample dialogs
- Text-to-speech prompts
- Voice hints
- Prompt audits
- User research
- AB testing

### Multimodal design

- Multimodal flows and mocks
- Mobile interface flows and mocks
- Push notification copy and mocks
- Web design

