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 accessibly 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