**AMY PARNESS**

[amy@sparklelabs.com](mailto:amy@sparklelabs.com) | 646.220.7498

<http://amyparness.sparklelabs.com> user: portfolio / password: highland

S U M M A R Y

My ability to learn quickly and research has allowed me to jump into different industries and tackle complicated projects. I strive to design solutions where the needs and interests of society, business and design overlap. I am currently studying data visualization at Parsons to improve my data skills and literacy.

E X P E R I E N C E

**UX LEAD | CISCO MERAKI | MAY 2023-Present**

* Lead efforts in supporting the merger of Cisco and Meraki networking teams, focusing on enterprise SaaS products to prioritize a unified user experience.
* Spearhead initiatives across the Meraki website, networking products, cloud services, and API Marketplace, resulting in a 300% increase in leads post-UX redesign of marketplace.
* Advise executives and stakeholders on CTA strategy, streamlining licensing information and enhancing user journeys through data and testing.
* Champion sustainability messaging and opportunities for enterprise products, collaborating with a tiger team focused on sustainability initiatives.
* Manage and collaborate with a data team to drive research plans and analyze user journeys, CRO, and funnels to inform design decisions and UX strategy.
* Co-leading a redesign of datasheets, the most viewed asset by customers.

**PRODUCT STRATEGY, DESIGN & GROWTH | SR CONSULTANT | MOXXII CONSULTING | 2018-2023**

Clients include: Bokksu, Juice Beauty, Fusion Beads, Discount Low Voltage, Lana Jewelry and Oscar de la Renta

Created more than 500M in revenue for medium and large sized B2B and D2C clients through personalization and segmentation. Presented recommendations to C-level management.

* Generated over $500M in revenue for medium and large-sized B2B and D2C clients through datastack improvements, personalization and segmentation strategies.
* Led business value consulting team, prioritizing actionable tasks and advising clients on revenue-impacting issues and new opportunities.
* Conducted user research activities to uncover insights and guide product development strategies.
* Collaborated with clients' teams to align on overall strategy, including product lines, new customers, and content strategy.

**PRODUCT DIRECTOR / PARTNER | SPARKLE LABS | 2004-Present**

* Designed, developed, and marketed seven accessible educational electronics kits used in STEM learning across educational institutions.
* Managed logistics, warehousing, and team of industrial designers and engineers, resulting in national recognition and media features.
* Research, prototype and test innovative electronics products and curriculum
* Create budgets, project plans for products and handle billing, P&L
* Create climate education for NJ schools and teach professional development

**UX/UI DESIGN MANAGER | ASCENA RETAIL | AnnTaylor & Loft Replatform | 2022**

Managed a team of UX designers, off-shore developers, PMs and business stakeholders in the

digital transformation of Ascena’s large e-commerce sites, AnnTaylor and Loft with minimal negative impact on their 600M online revenue.

* Managed digital transformation of e-commerce sites, optimizing user experience and maintaining $600M online revenue.
* Prioritized ADA accessibility and developed atomic design system to enhance overall UX/UI consistency.
* Created workflow and QA plan for the UX and Design teams that eliminated recurring meetings and resulted in faster delivery of designs to the development team.

**PRINCIPAL PRODUCT DESIGN / OWNER | CUSTOMER PORTAL (SaaS), LUCID MOTORS | 2021**

Released a uniquely personalized customer portal at scale in a short time period using existing materials, ML and an Omnichannel approach for the $12.34 billion EV start-up. Helped define go-to-market strategy.

* Produced multimodal research: competitor research, stakeholder and customer interviews, and user testing to define needs and identify personalization opportunities.
* Created initiatives to shift company culture to a user-centered approach by reframing projects around customer needs.
* Leveraged Salesforce to personalize the experience for users in different phases of design, reservation, delivery, and ownership
* Created the vision for developing, communicating, and implementing the user experience; followed through with the processes and tactics to implement the vision.
* Piloted service design workshops with service, delivery and publications departments to align with stakeholder’s roadmaps and breakdown silos and ensure customer first experience.

PREVIOUS E X P E R I E N C E  **INNOVATION & UX STRATEGIST | SAMSUNG | 2019**

**UX DIRECTOR | ONE ROCKWELL 2014- 2018**

***ALEX + ANI* I** re-positioned their philanthropy product line, Charity by Design, which resulted in its growth from $30 million to $500 million in the two years after launch.   
**UX DIRECTOR | CREATETHEGROUP 2010-2014**  
***PENINSULA HOTELS*** Increased AOV by 30% by adding the ability to book high-end suites online and personalized add-ons in checkout. Decreased customer service calls by designing better room detail pages and comparisons.  
***GODIVA*** Almost doubled Godiva’s online revenue by creating a Look Inside and more transparent gifting experience for D2C and B2B customers.

E D U C A T I O N

**MASTERS | NYU INTERACTIVE TELECOMMUNICATIONS PROGRAM |** HCI and Product Design

**BACHELORS | BOSTON UNIVERSITY |** International Relations, Communication Design

**YEAR ABROAD | UNIVERSIDAD DE BUENOS AIRES, ARGENTINA** South American Politics, Economics & Literature

**THE NEW SCHOOL |** Data Visualization Certificate DEC 2024

S K I L L S

**UX |** Wireframing, Graphic Desaign, Heuristic Evaluations, Competitive Analysis, Survey Design and Analysis, Stakeholder interviews, Service Design Workshops, User testing, Design System Creation and Governance, Journey mapping, Personas, Card Sorting, Tree testing, Scenario Generation for UAT, and Content Strategy.

**DATA |** Google Analytics, ContentSquare, Adobe Analytics, 6sense,Data Studio, Typeform, Optimizely, Mailchimp, Hotjar, SearchSpring, Yotpo, Gorgias, Decibel and Tableau.

**COMPUTER |** Figma, Axure, Adobe CS, Miro, AEM, Jira, Final lCut Pro, Adobe Suite, Invision, Omnigraffle, Asana, Klaviyo, Trello, Slack, Confluence, Wordpress, HTML, Javascript, and CSS

**LANGUAGES** Spanish

C O M M U N I T Y W O R K

**REPAIR CAFES, MONTCLAIR,** I organize a bi-annual community repair cafe to keep goods out of landfills in collaboration with Montclair Environmental Affairs Commission and the Public Library.

**CLIMATE CURRICULUM TASKFORCE -** I work with Montclair STEM teachers and Montclair Climate Action on a curriculum that teaches the new Climate Standards.

R E C O G N I T I O N

**GREATER AUSTIN SCIENCE & ENGINEERING FAIR JUDGE** 2024  
**NYC HACKATHON JUDGE Emoticon** | 2018, 2019, 2021

**GALLERY HANAHOU Sparkle Labs Solo Exhibition** | SOHO 2010