ANDI PARKER | UX Designer | e andiparker@outlook.com | p +64 (0) 225253724

#TAGS

UX Design, Wireframing, Visual Design, Design Thinking, Design Leadership, Design Documentation, Running UX Workshops, User Testing, Front-end Development, Information Architecture, Client Liason, User Research, Mentoring, Responsive Design, Card Sorting, Personas, Agile, Lean UX, Business Analysis, Analytics, and so on…

EMPLOYMENT
Jun 2016 … present

SPARKS.NETWORK
Lead UX Designer   Remote / NZ / USA

Jan 16 … Sep 2016

CRICHQ
Head of User Experience   Wellington, NZ

responsibilities

As Head of UX, I was mandated with owning the vision for CricHQ's user experience across the platform – web, iOS and Android – while developing the style guide.

Jan 2015 … Dec 2015

CRS SOFTWARE
UX Lead   Masterton, NZ

responsibilities

Worked with the management, development and customer service teams in order to define a complete and systematic user experience for the company's users. While dealing with the larger strategic priorities of the company's roadmap. I also dealt with the on-the-ground issues in design patterns and direction, which was passed on to developers and product owners.

May 2014 … Dec 2014

SAMDOG
UX Architect   Wellington, NZ

responsibilities

Worked mostly with government agencies in three phases: research, findings and design. In the research phase I ran workshops with internal and external stakeholders of the organisation to determine the underlying purpose of their website, identify user groups and develop personas. In addition to this, I ran card sorting workshops with those who represent the identified user groups.

In the findings phase I documented insights gleaned from the workshops and developed the content structure, information architecture, user, technical and business requirements for the project. In the design stage I worked with the client to build wireframes that captured all the information discovered in the first two phases of the project.

From then on my role was to work with project managers, digital designers and developers to ensure that the website was designed and built in a way that was consistent with the vision.

| Jun 2013 ... May 2014 | **CATCH DESIGN** |
| | UX Designer   Wellington, NZ |

responsibilities

Closely worked with developers, project managers, product owners, designers and the client to discover the best possible solution for the end user, so they could achieve their goal in a logical, simple and delightful way. Was involved in the early stages, exploring concepts and playing with ideas – accompanied by user testing to bring perspective – through to the design and development stage, where (sometimes) tough decisions, in uenced by sound design thinking, need to be made on what is the best approach for the user.

projects of note

KiwiRail | Conducted user testing, held client workshops and created wireframes for KiwiRail's new internal application used to manage and maintain their entire network of trains accross New Zealand.
High Performance Sport New Zealand | Conducted user testing sessions to discover the best possible information architecture for New Zealand High Performance Sport's site.

| Jun 2011 ... May 2013 | **TRADE ME** |
| | Interaction, UX & Visual Designer   Wellington, NZ |

responsibilities

Involved in a wide range of activities, from organising photo shoots for advertising campaigns, to conducting user testing and research for sattelite business, to redesigning parts of the site that no one would even think twice about.

projects of note

Travelbug | Ideation, Prototyping, User Testing, Visual Design and Quality Assurance for Travelbug's new site. treatme.co.nz/travel | Ideation, Prototyping, Visual Design and Quality Assurance for Travel subsite of Treat Me.
Travelbug (mobile site) | Ideation, Visual Design and Quality Assurance for Travelbug's mobile site.
Treat Me Now | Ideation, Visual Design and Quality Assurance for Treat Me's new business line.
Ideation, Visual Design and Quality Assurance for Treat Me's iPhone app (done in Agile).
Christmas campaign | Conceptual art, User Research, Visual Design, Project Managment and Creative Direction for Trade Me's first ever billboard/print campaign for Christmas 2012.

Oct 2010 ... Jun 2011	**KAPITI ISLAND NATURE TOURS**	
	Digital Communications Developer	Kapiti Coast, NZ
responsibilities	Developed a WordPress site and branding for Kapiti Island Nature Tours as they aimed to become more known on a national level.	

Jul 2009 ... Jun 2011	**KAPITI PRINT MEDIA**	
	Web Developer & Designer	Kapiti Coast, NZ
responsibilities	Spent half my time being a designer and the other half being a front-end developer, utilising my knowledge of HTML and CSS, with a little bit of jQuery thrown in. Mostly spent my time building and designing WordPress sites.	

May 2008 ... Nov 2008	**KVB KUNLUN**	
	Design Consultant	Beijing, China
responsibilities	Worked with the design team in the Beijing of ce, helping them with conceptualising and implementing designs for a project – speaking mostly in Chinese at the time.	
projects of note	**eFX**	Created prototype for online eFX product, including branding and design concepts. **Recruiting campaign**	Supervised the design process of an international recruiting campaign aimed at university graduates from Australia, Hong Kong, Canada and New Zealand.	

Jun 2006 ... Oct 2006	**OPTIMAL USABILITY**	
	Design Consultant	Wellington, NZ
responsibilities	Conducted user testing, and created HTML and paper prototypes for various clients.	
projects of note	Created prototype of Westpac Bank's online business banking service. Created wireframe and information architecture for Navman's new GPS unit. Conducted usability testing exercises for a major online news website.	

INTANGIBLES	Excellent at idea generation, information design, information architecture and conceptual design. Competent with industry-standard tools including Adobe Creative Suite and OmniGraffle. Well-versed in usability principles and user testing techniques. Excellent written and clear verbal communication skills. Conversant in Mandarin and have a deep understanding of Chinese culture.