Andi Parker

Senior UX Designer

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Mar 2018 ... present	**Tourwriter** UX Design Lead (contract)
Responsibilites	Leading the research, UX and UI design of a new cloud product.
Dec 2017 ... Feb 2018	**Heyday** Senior UX Designer (contract)
Projects of note	Fire and Emergency NZ (FENZ) user interview and research project. Conducted 37 one-on-one interviews and 3 group workshops for FENZ, asking staff of all levels and varying roles about their intranet – what they liked, disliked, found easy, difficult, and so on. From there, I was able to distinguish 7 behavioral and thinking styles that applied across the entire organization and what each was looking for when using the intranet.
Feb 2017 ... Feb 2018	**SilverStripe** Senior UX Designer (contract)
Projects of notes	Superu	Complete redesign of website – including user testing, wireframes, UI design and styleguide. Community Matters (DIA)	Complete redesign of website – including user testing, wireframes, interactive prototypes, UI design and styleguide.
Jun 2016 ... Dec 2017	**Sparks.Network** Co-founder & Senior UX Designer (contract)
Jan 2016 ... Sep 2016	**CricHQ** Head of User Experience
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 Softward** UX Lead
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
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.
Jun 2013 ... May 2014	**Catch** UX Designer
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** Designer
Responsibilities	Involved in a wide range of activities, from organising photo shoots for advertising campaigns, to conducting user testing and research for satellite 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 Management 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
Responsibilities	Developed a WordPress site and branding for Kapiti Island Nature Tours as they aimed to become more known on a national level.
Jun 2009 ... Jun 2011	**Kapiti Print Media** Designer & Developer
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
Responsibilities	Worked with the design team in the Beijing office, 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
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.