

# Parker Johnson

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## EDUCATION

### University of Wisconsin–Madison

May 2024

*Journalism Bachelor of Arts / Major: Strategic Communication / Minors: Computer Science & Digital Media Analytics*

- **Coursework:** Human-Computer Interactions, Building User Interfaces, Software Engineering, Programming III, Concepts and Tools for Data Analysis, Communication Research Methods, Marketing in a Digital Age, Marketing Management, Principles of Strategic Communication

## WORK EXPERIENCE

### Nonin Medical, Inc.

May 2023 – May 2024

*Digital Marketing Intern*

*Plymouth, MN*

- Utilized Adobe Creative Cloud and WordPress to design landing pages and graphics for campaigns
- Performed an internal and external website audit of 75 web pages evaluating design, UX, content, and SEO to reestablish brand trust amongst partners by enhancing online presence
- Researched digital marketing trends and present findings; acted as an internal consultant advising the marketing department on generative AI to improve business and creative processes

### The Badger Herald

Jan 2022 – May 2024

*Advertising Sales Director; Associate*

*Madison, WI*

- Created advertising products, managed advertising campaigns, and established new client relationships to drive revenue growth; increased annual revenue by 24% after being promoted to director in May 2022
- Identified a negative trend in online viewership and worked with team to create an updated digital content strategy to address the decrease in viewership; launched a website team to address user needs

### Hamlet (Online Marketplace Start-Up)

Feb 2022 – Mar 2022

*Marketing Intern*

*Remote*

- Determined the in-person and digital channels that would effectively reach UW–Madison students to create brand awareness; assisted with the creation of blogs, graphics, and flyers
- Tracked feedback and impressions on digital campaigns and reported findings to the CEO

## PROJECTS

### UX Contractor | Miro, Concept Testing

Apr 2024

- Worked alongside UX consultancy (Lyssna Method) to uncover qualitative research insights
- Gained understanding of UX research practices and concept testing in a professional setting

### Inventory Management System (class project) | Figma, React.js, GitLab

Jan 2024 – May 2024

- Iteratively designed prototype and converted it into a fully functioning software application
- Collaborated with agile software engineering team for sprint planning, prototyping, and development

### Nordstrom Prototype (class project) | Figma, Miro, Lucidchart, Qualitative Research, Usability Testing

Feb 2023

- Utilized design thinking to prototype a new feature for users shopping on Nordstrom's website
- Conducted qualitative UX research, created mid to high fidelity prototypes, and performed usability tests

## LEADERSHIP & EXTRACURRICULAR

### Web Developer | The Badger Herald Web Team

Oct 2022 – May 2023

- Recruited a team to assist with website updates/maintenance using JavaScript and HTML/CSS with the goal of increasing traffic and improving user experience; outsourced large data transfer projects

### Division I Baseball | Valparaiso University

Aug 2020 – May 2021

- Interacted with teammates for up to 9 hours a day while working toward a common goal
- Managed being a full-time student with college athletics and earned Dean's List honors

## SKILLS

**Software:** Microsoft Office Suite, Adobe Creative Cloud, Figma, Miro, Canva, Qualtrics, Tableau

**Programming Languages & Libraries:** JavaScript, React.js, React Native, HTML/CSS, Java, R

**Strengths:** Prototyping, UX Research & Analysis, Digital Marketing, Agile Methodology, Visual Design