PARKER BOMAR
Interaction Designer

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Work Experience

UI/UX Designer, Acoer — May 2019 – Present 2020
Atlanta, Georgia
+ Created and design clean and modern user interfaces for interoperable blockchain enabled healthcare software.
+ Conducted user tests & interviews, used to iterate on designs
+ Created explainer videos to breakdown complex topics in easy to consume short videos
+ Worked with developers and scrum master in an agile environment to meet strict deadlines
+ Recognized in Forbes for application we created.

BMW Asst. Manager / Client Advisor, Global Imports BMW — July 2017 – Present 2019
Atlanta, Georgia
+ Assist dealership managers with daily upkeep of documentation, inventory ordering and management, and ensuring compliance with BMW branding and sales guidelines
+ Guarantee exquisite presentation of each vehicle by partnering with service, finance, and sales managers to prepare all associated documents and details for each sale
+ Exceeded monthly sales and customer satisfaction goals by providing an unparalleled luxury sales experience through transparent communication and negotiation

Director, Product Trainer Team, BMW of Dallas — June 2015 – June 2017
Dallas, Texas
+ Recognized and awarded by BMW of North America and BMW AG for top performance in USA and invited to participate in product review boards
+ Independently created and lead the BMW Genius program and grew team to include 7 product specialists personally trained in BMW technology and quality customer service
+ Designed and conducted weekly product training for over 40 client advisors, managers, and finance personnel through web-based, video and in-person presentations
+ Coordinated advertising events and represented the brand at the BMW Dallas Marathon, the Irving Tennis Classic, DFW Auto Show, and monthly local and state-wide car expos
+ Collaborated with product partners (such as Samsung) to ensure product compatibility

Education

Bachelor of Science – Interactive Design Major — Kennesaw State University, 2019
Technical Communication Minor — *President's List – 2017-2019*

Highlights

Awards/Certifications: Application featured on Forbes - 1st in BMW Marketing Contest (2017) - BMW M & *i* Sales Certified - National Honor Society – KSU Presidents' List
Programming Languages CSS – HTML – JavaScript – C#

Skills

Adult Learning	Usability Testing	Ethnography	Photo / Video Editing	Microsoft Office
UX: Goal Directed Design, Heuristic Evaluation, Interviews	Fusion 360, AutoCAD	Rapid Prototyping: Co2 Lasers, 3d Printing, Arduino		
Adobe Suite: Photoshop, Illustrator, After Effects, Premiere, Lightroom	Prototyping: XD, Sketch, Axure, Figma, FramerX, Invision, Principle			