

# PARKER BOMAR

## Interaction Designer

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### Professional Experience

#### UI/UX Designer, Haul Hub | Remote

Nov. 2020 – Present

- + Execute projects from initial concept to post-MVP phase, integrating stakeholder specifications with real-world demands to ensure a seamless user experience
- + Assumed responsibility for additional, partially completed projects as primary designer, effectively managing the timelines and demands of multiple project managers at once
- + Collaborate with global developer teams to ensure fidelity of mobile-first designs and desktop administrative portals, utilizing clear communication and flexible methodology

#### Lead UI/UX Designer, Acoer | Atlanta, GA

Dec. 2019 – Dec. 2020

- + Created clean and modern user interfaces for interoperable blockchain-enabled healthcare software, collaborating throughout the process with front and back-end developers
- + Conducted user tests and interviews to build design architecture from low fidelity wire-frames to high fidelity mock-ups for varied stakeholders in the healthcare industry
- + Led marketing and branding for Acoer and created clean motion graphic explainer videos

#### UI/UX Designer, OpenPharma (Certara) | Atlanta, GA

May 2019 – Dec. 2019

- + Designed data-heavy web and mobile applications to be accessible and intuitive for a broad user base, utilizing MVP sprints and adapting as needed based on client and user feedback
- + Collaborated with developers and scrum master in an agile environment to meet strict deadlines
- + Created and maintained a comprehensive design library with branding and software assets

#### BMW Asst. Manager / Client Advisor, Global Imports BMW | Atlanta, GA

July 2017 – Dec. 2019

- + Utilized 7+ years of experience throughout the dealership to provide unparalleled support to managers of 5 departments as well as the general manager and brand representatives
- + Exceeded monthly sales and customer satisfaction goals by providing a luxury sales experience through transparent communication and negotiation

#### Director, Product Trainer Team, BMW of Dallas | Dallas, TX

June 2015 – June 2017

- + Independently created and led BMW Genius program, growing the team to include 7 product specialists personally trained in BMW technology and quality customer service
- + Designed and conducted weekly trainings for 40+ administrative personnel via web-based in-person presentations, contributing to securing the largest market share in the region

### Education

#### Bachelor of Science – Interactive Design Minor - Technical Communication

Kennesaw State University, 2019  
*President's List – 2017-2019*

### Highlights

**Awards/Certifications:** Application featured on Forbes - 1<sup>st</sup> in BMW Marketing Contest

**Programming Languages:** CSS – HTML – JavaScript – C#

### Skills

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