

# PARKER BOMAR

## Interaction Designer

(404) 567-0392 + parker@pbomar.com + www.pbomar.com

### Professional Experience

#### UI/UX Designer, Humana | Remote

Sep. 2021 – Present

- + Performed usability testing and research synthesis sessions for product ideation
- + Created refactor to move designs past MVP and rolled out to advocates company-wide
- + Initiated and led transition to Figma design software for improved collaboration and handoff to stakeholders and developers, for entire Boston engineering team

#### Lead 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 requirements 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 | Remote

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 by creating explainer videos to break down complex topics in easy-to-consume short videos for social media and presentations

#### 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

### Education

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

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

### Highlights

**Awards/Certifications:** Design featured on Forbes - 1<sup>st</sup> in BMW Contest – Hedera featured developer

**Programming Languages:** CSS – HTML5 – JavaScript – C#

### Skills

- + **User Interface:** Figma, Sketch, Invision, Adobe Xd, Axure, Principle, Wireframing
- + **User Experience:** User interviews, Usability testing, Research synthesis, Ethnography
- + **Process:** Human Centered Design, Goal Directed Design, Heuristic evaluation, Agile
- + **Motion:** Illustrator, After Effects, Principle, Premiere, Blender
- + **Rapid Prototyping:** Fusion360, AutoCAD, Fiber & CO2 Lasers, CNC, Arduino, 3d printing