

# ALEXIS PARKER

## PRODUCT DESIGNER

Design professional with experience in branding, design, wireframing, prototyping and project management and a background in staging design and customer service across industries such as finance, interior design/home decor, ecommerce. Strengths in creatively resolving issues, managing multiple projects, continuous improvement, adaptability, self-motivation, detail orientation, and collaboration.

## EXPERIENCE

- 2021

**PLECOSYSTEMS | Remote**  
Junior UX Designer/ Content Designer (6 Month Contract)

- Collaborated with the content strategist and multiple stakeholders to determine the best design for the core content for each page.
  - Designed mid-fidelity wireframes based on feedback and built out the final designs in Orchestra CMS.
  - Reviewed existing business material to extract key insights necessary for investors & stakeholders.
  - Analyzed the company's position in the marketplace by researching their competitors, using this information to determine market and product demand.
- 2020

**CATFLAX | Remote**  
UI Designer

- Optimized CatFlax website to be up to date, visually modern, including new branding and enhanced user experience for prospective consumers.
  - Clarified product offering in an appealing way.
  - Created style tiles including a high-fidelity design and a design system for branding.
  - Developed prototypes and web-based animations, microinteractions and pop ups.
  - Conducted several rounds of user interviews and user research in order to inform designs.
  - Liaised directly with the client to understand needs, goals, and desires.
- 2018

**FRESH PERSPECTIVE | Nashville, TN**

2021

Staging Design Assistant

- Styled homes with accessories and furniture based on the location, target buyer and current design elements in the house.
  - Collaborated with lead designer in styling meetings to establish design needs and curate the home's new design in accordance with clients' goals.
  - Managed, tracked, and reconciled new and existing inventory of home accessories and furniture in a web based system.
- 2017

**WALLS NEED LOVE | Nashville, TN**

2018

Customer Service Manager

- Resolved customer inquiries/ issues for a home decor ecommerce company.
  - Processed product returns, reships, quickly learned operational and customer service systems.
  - Conducted team meetings to identify and resolve problems with production by analyzing patterns in customer inquiry data; collaborated with production to reduce customer and quality issues.
  - Developed and implemented a new hire onboarding process and documentation.
- 2017

**FIFTH THIRD BANK | Indianapolis, IN**

2015

Customer Service Representative, Lead Customer Service Representative

- Trained and managed 5 new and existing employees on cash procedures.
  - Managed teller line and vault and performed audits to support the branch manager.
  - Managed and handled client questions and issues at a commercial bank.
  - Oversaw ATM management, refilled cash and oversaw operating systems.

## CONTACT INFO

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[www.linkedin.com/in/alexisjparker](http://www.linkedin.com/in/alexisjparker)

## EDUCATION

### FLATIRON SCHOOL

Online Feb 2020- Dec 2020

UX/ UI Design Certificate

### BALL STATE UNIVERSITY

Munice, IN Aug 2013- May 2014

Fashion Merchandising

### DES MOINES AREA

### COMMUNITY COLLEGE

Des Moines, IA Aug 2012- May 2013

Fashion Design

## SKILLS

Design Thinking  
Prototyping  
Wireframing  
Usability Testing  
User Research  
Content Strategy  
Sketching  
Competitive Analysis  
Domain Research  
User Testing  
Journey Mapping  
Project Management  
Creative Problem Solving

## TOOLS

Sketch - Invision - Miro  
Trello - Principle - Google Suite  
Photoshop - Illustrator - Figma  
Orchestra CMS