ALEXIS PARKER
DIGITAL DESIGNER

PORTFOLIO : www.alexisparkerdesigns.com   **EMAIL :** alexisjparker@outlook.com   **LINKEDIN :** www.linkedin.com/alexisjparker

Eager and passionate digital designer, about user research, usability testing, design/content strategy, and prototyping. My diverse background in fashion, interior/staging design, finance, and customer experience has equipped me with the necessary skills to excel in a web/app or product design position. I am confident in my ability to enhance the user experience through my acquired UI/UX skills.

EXPERIENCE

2022
2023

ASCENSION MEDICAL GROUP | Nashville, TN

Patient Service Representative

Role: Smoothly managed the day-to-day front desk operations for a busy medical clinic with 13+ medical doctors and 17+ nurses.

- Advocated for upset/irate patients to de-escalate confrontational situations, resulting in a 80% daily customer rating.

2021
2022

PLECOSYTEMS | Remote

Junior UX Designer/Content Designer (6-month Contract)

Role: Designed Astra Zeneca's internal systems and collaborated with content strategists and multiple stakeholders to implement the final designs using Orchestra.

- Assisted the business development team in researching and creating a comprehensive business plan for the company.

2022
2023

RHYTHM CHRYSLER DODGE JEEP DEALERSHIP | Nashville, TN

Customer Care Concierge

Role: Assessed incoming calls and directed customer inquiries as well as updated customers during their vehicle's repair process.

- Provided scheduling support to customers and coordinated with the service department to ensure parts were in stock.

2018
2021

FRESH PERSPECTIVE | Nashville, TN

Staging Design Assistant

Role: Styled homes with accessories and furniture based on the location, target buyer, and current design elements. Houses that I designed sold 40% quicker on the market.

- Collaborated with the lead designer in styling meetings to establish design needs and curate the home's new design in accordance with the client's goals.

2017
2018

WALLS NEED LOVE | Nashville, TN

Customer Service Manager

Role: Resolved customer inquiries/issues, processed returns, and reships, for an e-commerce company. Provided efficient support to an average of 60 calls and 100 messages per day.

- Orchestrated team meetings to identify and resolve problems with production by analyzing patterns in customer inquiry data; collaborated with production to reduce customer reships and quality issues.

EDUCATION

FLATIRON SCHOOL
Online Feb 2020- Dec 2020
UX/ UI Design Certificate

BALL STATE UNIVERSITY
Aug 2013- May 2014
Fashion Merchandising
1 year Completed

DES MOINES AREA COMMUNITY COLLEGE
Aug 2012- May 2013
Fashion Design
1 year Completed

SKILLS

Design Thinking
Prototyping
Wireframing
Usability Testing
User Research
Content Strategy
Sketching
Competitive Analysis
Domain Research
User Testing
Project Management
Creative Problem Solving
Adaptability
Detailed Orientated
Collaboration

TOOLS

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

2017
2015

FIFTH THIRD BANK | Indianapolis, IN

Customer Service Representative, Lead Customer Service Representative

Role: Managed a 3-person teller line, and vault, handled client inquiries/issues as well as performed monthly audits to support the branch manager.

-Trained and managed 5 new and existing employees on cash procedures.

PROJECTS

2023

COURTNEY PARKER | Remote
UX/ UI Designer

Role: Designed a sleek and modern website for the client to showcase her career to record labels, promoting her future music releases and artist collaborations. It was crucial for the website to capture her unique style and personality to build the clients brand as an artitst.

- Developing marketing materials for upcoming performances and music releases.

2020

CATFLAX | Remote
UX/ UI Designer (1 month Client Project)

Role: Successfully revamped the CatFlax website to elevate the overall user experience for potential customers. The website now has contemporary branding and the product offerings have been presented as more appealing and straightforward.

- Developed prototypes, micro-interactions as well as a design system for CatFlax's branding.

- Conducted several rounds of user interviews and user research to make educated design decisions.