✦ Parker Konz
Senior Experience Designer

🔗 parkerkonz.com/   🔑 parkerk
in linkedin.com/in/parkerkonz/
✉ pmkonz@gmail.com
📱 857-272-5657

EXPERIENCE

VML Agency ⎯⎯ Senior Experience Designer, UI
Full Time | Remote | 2022 - Current

- Led, planned and executed meticulous UI/UX design at digital tech consultancy; worked closely with a large team & clients
- Directed Pokémon Center x Funko Pop campaign and created all UI & graphic visuals. Resulted in fastest selling product & won a Gold W3 award
- Expert in Figma and created immersive interactive prototypes & animations
- Led team workshops & trainings, and mentored other designers
- Provided expert advice and research-backed suggestions to clients

Gorilla Group ⎯⎯ UI Designer
Full Time | Remote | 2021 - 2022

- Executed detailed creative direction & UI design at digital tech consultancy
- Collaborated closely with dev team: design walkthroughs, QA, check-ins
- Highly commended for my presentation and client facing skills
- Noted as a vital designer on our team & a "rising star" by my superiors; promoted rapidly to Senior UI Designer

Kleva Health ⎯⎯ UX/UI Designer
Contract | Remote | 2021

- Led, planned and executed design for a COVID-19 healthtech startup
- Improved bounce & conversion rates by +50% during testing

Kindred Hair ⎯⎯ UX/UI Designer
Contract | Remote | 2020

- Led design project for a hair care company aiming to improve industry for Black women; translated user needs into a mobile app
- Conducted user interviews, R&A, testing, ideation, prod design, workshops

EDUCATION

Springboard: UX/UI Design
Program Certificate | 2020 - 2021

9-month, 750+ hrs intensive course. 1:1 expert mentorship

McGill University
Political Science & History
Bachelor of Arts | 2016 - 2019

AWARDS & RECOGNITION

2023 W3 Gold Winner
Integrated Campaign for Pokémon x Funko Pop

Woman Who Inspires Inclusion
2024 Intl Women's Day • 18 women selected from VML

Panelist Speaker
2023 Women's History Month • 6 women selected from Gorilla Group

SKILLS

Design: UI/UX Design • Graphic Design/Illustration • Creative Direction • Production Design • IxD • Animation • Design Systems • Style Guides • Web & App Design • Prototyping • Benchmarking • User Research/Interviews • Heuristic Analysis' • Personas • Affinity Mapping • User Flows, Stories & Sitemaps • IA • Wireframes • Usability Testing • Branding

Soft Skills: Mentorship • Team Training • Client Collab • Design Presentations • Public Speaking • Leadership • Communication • Meticulous • Conceptual

Technical: Accessibility • Dev Collab/Handoff • Animating in Figma • File Mgmt • Functional Specs • Buildkit • QA • Atomic Design

TOOLKIT

Figma | Adobe CS | Sketch | Miro Blender | Playbook UX | CSS HTML | Baymard Institute