Parker Konz
Senior Experience Designer

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EXPERIENCE

VML Agency ⎯⎯ Senior Experience Designer, UI

Full Time | Remote | 2022 - Current

- Responsible for leading, planning and executing meticulous UI/UX design at digital tech consultancy; working closely with a large team & clients
- Most notable project is Pokémon Center - directed their Funko Pop campaign, created all UI & graphic visuals = their fastest selling product
- Leading team workshops & trainings, and mentoring other designers
- Providing expert advice and research-backed suggestions to clients

Gorilla Group ⎯⎯ UI Designer

Full Time | Remote | 2021 - 2022

- Responsible for executing detailed creative direction & UI design at digital tech consultancy; working closely with a large team & clients
- Close collab 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 and honored as a guest speaker

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
- Prod design, prototyping, testing, stakeholder/engineer collaboration

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
- User interviews, R&A, testing, ideation, prod design, workshops

TOOLKIT

Figma	Adobe CS	Blender	Miro	CSS
Sketch	InVision	Framer	Marvel	HTML

EDUCATION

Springboard
UX/UI Design Program

Certificate | 2020 - 2021

9-month, 750+ hrs intensive course. 1:1 expert mentorship & four in-depth major projects.

McGill University
Political Science & History

Bachelor of Arts | 2016 - 2019

University of Copenhagen
Political Science

Exchange Program | 2019

SKILLS

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

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

Technical: Accessibility • Dev Collab/Handoff • Time Estimation • File Mgmt • Functional Specs • Buildkit • QA • Atomic Design