Ryan Parker

Product Designer

WORK EXPERIENCE

Clearlink

Product Designer • Aug 2021 to Present

→ Manage the user experience design and interface of several websites, including Business.org, Reviews.org, and HighSpeedInternet.com.

→ Collaborate with designers, project managers, developers, and stakeholders to drive brand initiatives.

→ Proactively identify UX improvements with content strategists, and implement research and data collection opportunities to enact them.

→ **Contributed to a 27% increase in conversion rate for Business.org.**

→ Lead the maintenance and enhancement of our internal design system, including component design and documentation.

→ Transformed our design system documentation using feedback from multiple departments as part of a conversion from Sketch to Figma.

→ **Reduced design maintenance time by as much as 75%.**

Blip Billboards

Web Design & Marketing • Sep 2019 to Jul 2021

→ Developed the UX of our marketing site with A/B tests, user research, user-centered designs, and cross-functional collaboration.

→ Designed and built landing pages for marketing campaigns.

→ **Improved site conversion rate by 42%.**

Brigham Young University

Adjunct Professor • Jan 2020 to Apr 2021

→ Developed course materials and instructed students in the School of Communications on how to build social ad campaigns.

Wallaroo Media

Director of Social Marketing • Apr 2015 to Sep 2019

→ Managed writers and designers in running digital ad campaigns, including landing page CRO. Avg return on ad spend of 310%.

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ryanmichaelparker.com

LinkedIn Profile

parkercommaryan@gmail.com
858-248-5542

HARD SKILLS

Figma • Sketch • Figjam
InVision • InDesign • Illustrator
After Effects • Photoshop

Design Systems • Prototyping
UX Research • UI & Visual Design
Wireframes • Mobile App Design
Mockups • User Flows

HTML • CSS • Javascript
Google Analytics • WordPress
Webflow • Framer • Jira

SOFT SKILLS

Collaboration • Adaptability
Creativity • Communication
Management • Presentations

EDUCATION

Brigham Young University
BA in Media Arts +
Minor in Communications

General Assembly
UX Design Course • Dec 2020