

PARKER BENBOW

Full Stack Product Designer & Strategist

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Design Ethos

1. Be committed to the mountains, not the molehills
2. Strategy that can not scale is already wasted
3. Design is clarity, not decoration

Education

Virginia Commonwealth University
Bachelor of Fine Arts – Communication Arts

Skillsets

Adobe CC
Content Design
Full-stack Product Design
Illustration
Information Architecture
Multi-Platform Design and Development
Stakeholder and Cross-Team Alignment
Wireframing and Prototyping

Certifications

ITIL 4 Foundations
Webflow Certified

Personal Interests

Baking, Fiber Crafts, Reading, Olympic Lifting, Long Distance Running

Experience

Product Designer - Web Specialist

UpSpring, 2023 - Present

- Partner with account leads, business leaders, and designers in full-stack engagements from discovery, journey mapping, content strategy, wireframing, and UI design through launch and ongoing maintenance.
- Collaborate with third-party development teams for end-to-end projects; consulting on in-process assets and development for updating, scheduling, accessibility, and specific corrections.
- Research and present findings for expanded business offerings, DesignOps refinement, and resource libraries for leadership and agency use.
- Outline, create, and deliver client training materials in written, recording, and presentation formats.

Technology Apprentice, Level 3

MAXX Potential, 2021 - 2023

- Rebuilt a nonprofit site for improved clarity, storytelling, and donation processing.
- Coordinated with App Developers for App Connect compliance and geofencing notifications, to inform product and design improvements.
- Integrated into in-house teams for 6–8 month rotations to expand professional experience base and identify areas of opportunities.
- Authored a client knowledge base, reducing repeated ticket requests by 50% and minimizing associate downtime.

Awards

- Silver – Multi-channel Marketing Campaign, 2025 Summit International Awards (Launch:HER)
- Gold – Website Redesign, 2024 Summit International Awards (Spectorgroup)
- Winner – Rebrand, C2A Awards 2024 (UpSpring)
- Gold Winner – Rebrand, 2024 MarCom Creative Awards (Eaton Fine Art)

Select Clients

The Adventure Project
ELECSYS Engineering
Feeney
Fil Doux
Home Environments
Innspace
Project Petals
Soake Pools
Spectorgroup
UpSpring

Work Eligibility

Eligible to work in the US
without restriction

Additional Experience

Production Assistant & Designer

PopMount Inc., 2018 - 2020

- Coordinated with publication stakeholders and contracted designers for timely production and shipping of orders.
- Maintained and troubleshoot printers and packaging equipment for clean and professional production and delivery.

Graphic Artist & Customer Support

K2 Awards and Apparel, 2015 - 2017

- Delegated incoming design orders and mentored junior designers for efficient order processing.
- Communicated with clients for product design revisions and approval, ensuring revisions were completed to satisfaction and orders arrived on time for events.
- Discussed product options, capabilities, and design limitations with prospective clients for incoming orders to identify order selections based on event and design needs.

Graphic Design Intern

Virginia Living Magazine, 2012

- Designed page layouts using pre-approved templates or newly created templates, following established design system for scaling and font consistency.
- Proofed and reviewed pages for final approval for consistency, storytelling, and accuracy.