NATALIE PARKE —

UX Designer & Strategist

nnparke@gmail.com // natalieparke.com // password: @natdesign03

LEAD UX DESIGNER // Critical Mass

June 2023 - Present

Lead UX Designer for Nissan & Infiniti Canada, driving end-to-end UX strategy for a cross-platform ecosystem serving 5M+ users. Managed associate designers, set UX KPIs, and partnered with cross-functional teams to deliver measurable, data-driven improvements at scale. Presented design strategy and outcomes to executive leadership.

Notable accomplishments:

- Designed and implemented the first-ever online Reserve & Purchase program, enabling end-to-end vehicle reservation and driving a new digital sales channel.
- Redesigned a cross-brand offer hub experience that improved conversion rate by 101% across all channels

SENIOR UX DESIGNER // Critical Mass

March 2021 - June 2023

Lead experience design for a variety of client accounts and industries. Define information architecture, experience strategy, and interactions patterns, deliver wireframes/flows/sitemaps at scale. Drive measurable improvements through data-backed design decisions from concept through developer hand-off. Communicate experience decisions to key stakeholders.

UX PRODUCT DESIGNER // Vokal

February 2018 - March 2021, Chicago

UX Product Designer driving end-to-end product design and user research at a digital agency. Partner cross-functionally to shape service ecosystems and craft accessible, human-centered web and mobile experiences across industries

UX DESIGNER + STRATEGIST // Freelance

August 2017 - February 2018, Chicago

Partnered with startups and small businesses to enhance user experiences and business performance through UX strategy and design.

UX DESIGNER // Designation

October 2016 - April 2017, Chicago

Executed end-to-end product design projects across a rigorous 32-week UX/UI bootcamp, delivering research-backed digital solutions and interactive prototypes.

Skills —

DESIGN

UX/UI Design
Interaction Design
Wireframing
Rapid Prototyping
Information architecture

RESEARCH

User interviews
Usability testing
A/B Testing
Heuristic Reviews
Journey mapping
Persona development

STRATEGY

Competitive audits
Experience strategy
Content strategy
Performance data analysis
Conversion rate optimization
Stakeholder workshops

TOOLS

Figma, FigJam, Sketch, Webflow

Education —

University of California, Davis
B.A. English, Political Science
2011-2015

Designation
UX Design Program
2016-2017