NATALIE PARKE —

UX Product Designer & Strategist

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LEAD UX DESIGNER // Critical Mass

June 2023 - Present

Lead UX Designer for Nissan & INFINITI Canada, owning end-to-end product design and UX strategy across a digital shopping ecosystem serving 5M+ users. Partner across strategy, engineering, data science and creative while mentoring associate designers and presenting strategy to executive leadership.

- Designed and launched the brands' first online Reserve & Purchase ecommerce experience, enabling end-to-end vehicle reservation and establishing a new digital sales channel.
- Redesigned a cross-brand offers experience, using behavioral data and UX analysis to improve offer discovery and increase conversion 101% across channels.
- Lead complex shopping experiences across vehicle configuration, payment estimation, offers, personalization, and dealer handoff, translating customer, business, and technical requirements into scalable interaction models.

SENIOR UX DESIGNER // Critical Mass

Mar 2021 - Jun 2023

- Led end-to-end experience design across web and mobile products, translating ambiguous customer and business problems into scalable information architectures, user flows, and interaction patterns.
- Partnered with cross-functional teams from discovery through development, using research, performance data, and experimentation to inform design decisions and communicate rationale to key stakeholders.

UX PRODUCT DESIGNER // Vokal

Feb 2018 - Mar 2021

- Led end-to-end product design and user research across consumer web and mobile experiences, translating customer needs and business goals into accessible, intuitive products.
- Led the redesign of a consumer restaurant product through research and iterative product design, contributing to a 40% increase in retention and 146% increase in revenue.

UX DESIGNER + STRATEGIST // Freelance

Aug 2017 - Feb 2018

Partnered with startups and small businesses to improve digital products through UX strategy, research, interaction design, and prototyping.

UX DESIGNER // Designation

Oct 2016 - Apr 2017

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
Interactive Prototyping
Information architecture
AI Assisted Prototyping
Design Systems

RESEARCH

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

STRATEGY

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

TOOLS

Figma, FigJam, Sketch, Webflow, ClaudeCode, Generative AI/LLM tools

Education —

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

Designation
UX Design Program
2016-2017

Outside the Screen —

Ceramic Artist - 3rd Place, Lillstreet Student Showcase, 2026