Parker Malenke

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Techniques, tools, and skills

Rough sketches	User research	HTML + CSS
Clear writing	WCAG compliance	JS frameworks
Design systems	Figma + Sketch.app	PHP + MySQL

Certificates and training

Strategic Design Leadership, *Second Wave Dive/CDO School*

SAFe 4.0 Agilist, *Scaled Agile*

Senior Product Designer
Guild Education

2021 – 2022

Guild exists to spread educational and economic opportunity. Partnerships with employers like WalMart provide employees with debt free access to a vetted catalog of academic programs.

— Explored potential business expansions into adjacent markets through close collaboration with Product Managers, wireframing, and user journey mapping.

— Designed new workflows for admin tools that cut down task repetition while enabling more complex client launches. Interviewed stakeholders and worked with Product Management to identify key use cases and goals for this project.

— Updated admin tool information architecture, navigation, and homepage design for scalability and consistency.

— Created initial features for a new employer portal, including a notification system and a roles and permissions management system.

UX Designer
Amazon, Alexa Mobile

2020 – 2021

Alexa Mobile enables set up and configuration of Echo devices, along with customization of Alexa. My work focused on the Mosaic design system, which supports both iOS and Android versions of the app.

— Identified design system pain points via design sprints and user interviews.

— Scoped, planned, and instituted a migration of design system documentation to a purpose built website focused on clarity, completeness, and accuracy.

— Investigated, evaluated, and managed CMS vendors for the migration.

— Created detailed best practice guidance for complex topics such as Arabic localization (Right to Left text) and Feature Education patterns.

— Reviewed new Alexa App homepage experiences for alignment with guidelines.

Senior UX Analyst
UX Designer
Pearson

2014 – 2020

Pearson is one of the largest educational material providers in the higher education industry, offering market leading content in nearly every discipline.

— Drove the creation of a shared design system that supports 5+ major products and is accessed by 200+ Pearson employees every month.

— Worked with Director and VP level design leadership to develop strategy and create design system tasks. Managed sprint cadences for a five person team.

— Partnered with Principal and Lead Visual Designers to evolve design system guidance through three major product redesigns.

— Collaborated with accessibility experts to implement WCAG 2.1 standards.

— Reduced support costs with new solutions to common onboarding issues.

— Designed, tested, and shipped new dashboard functionality to support the growth of Pearson's latest generation of courseware products.

User Researcher

MeasuringU

2013 – 2014

MeasuringU offers user and market research consulting services to a variety of Fortune 500 and Fortune 1000 clients, such as Walmart, PayPal, Lenovo, Autodesk, and more.

— Planned, scheduled, and moderated usability sessions, online studies, and surveys. Analyzed and reported data from studies with 5 to 1,000+ participants.

— Designed and programmed an internal tool for automating data analysis tasks.

Education

2013

B.S. in Biochemistry, *Colorado State University*

I received *summa cum laude* honors, earned a 3.9 GPA, was selected as the Outstanding Biochemistry Senior, and minored in Business Administration.

In spring 2012 I studied abroad at the University of Oxford with courses in Synthetic Biology and International Finance. In summer 2012 I participated in a research program at Harvard University's FAS Center for Systems Biology.