ANDREW S. PARNELL

aparnell@gmail.com • andrewparnell.com

UX DESIGN EXPERIENCE

UX Designer
Epsilon • San Francisco, CA • Feb. 2016–present

- Lead a team of junior designers on projects to create detailed interaction specifications, user flows and wireframes on enterprise sites and applications.
- Transform conceptual ideas into User Experience flows and wireframes that represent a client's brand.
- Develop interactive prototypes that result in engaging, remarkable and fluid interactive experiences.
- Collaborate with a cross functional team of content strategists, designers, and developers to deliver optimized experiences.
- Perform user research and utilize analytics to make iterative improvements on client projects.
- Clients Include: American Express, Delta, General Motors, Renesas, Wells Fargo.

Senior Interaction Designer
Quango • Portland, OR • 2009–2016

- Develop experience strategy, user journey maps and wireframes for business-to-business and business-to-consumer marketing and tools.
- Conducted usability explorations of VR technologies and control mechanisms for tradeshow audiences.
- Collaborate closely with visual design, development and clients to ensure delightful end-user experiences.
- Promoted twice. Formerly Intern and Interaction Designer.
- Clients Include: Adobe, AWS, Dell, Intel.

Freelance UX Designer
Citifyd • Portland, OR • 2015

- Created proof of concept prototype for patent application.
- Developed user flow for application and service.
- Generated initial requirements for the communication protocol and mobile application.

EDUCATION

Bachelor of Fine Arts Digital Arts, 2009
University of Oregon

- Researched kinetic and interactive sculpture using input methods such as motion tracking and biometrics.
- Minor in Communications.

AHA International Siena, Italy, 2009

- One month artist residency.
- Developed performance work using algorithms to navigate and explore the city.

De Anza College, 2006

- Graphic Design and Computer Engineering

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SKILLS

Design
Experience & Journey Mapping, Wireframing, Information Architecture, Content Modeling, Interaction Design

User Research & Testing
Directed Interviews, Non-Directed Interviews, Card Sorting, A/B testing, Peek testing, Guerrilla testing

Software
Sketch, OmniGraffle, Axure, Invision, Adobe After Effects, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Sketchup, Microsoft Office, G Suite (Docs, Slides, Sheets, Drive), Box, Dropbox

Digital & Physical Prototyping
Low Fidelity (Pen & Paper), HTML, CSS, PHP, MySQL, Javascript, Arduino, Processing, Raspberry Pi

Fabrication
Large Format Printing, Laser Cutting, Letterpress, PCB Fabrication, Soldering, Vinyl, 3D Printing

AWARDS & SCHOLARSHIPS

Advertising Awards
- Pixie Award, Platinum, 2013
- American Design Awards, Motion Graphics Design, 2013
- WebAward, Outstanding Website, 2012
- WebAward, Game Site Standard of Excellence, 2012

Other Achievements
- University of Oregon, McCosh Memorial Scholarship, 2009
- Boy Scouts of America, Eagle Scout, 2004
- Presidential Service Award, 2000-2003

COMMUNITY SERVICE

Digital Producer (Volunteer)
Digital Clubhouse Network • Sunnyvale, CA • 1996–2004
- Worked with WWII veterans, breast cancer survivors, stroke survivors and children with disabilities to produce 3-5 minute digital videos documenting their experiences.
- Work recognized by the Smithsonian and is part of the Permanent Research Collection of the National Museum of American History and in the Library of Congress.