

ALEXANDRA PARKER

Senior Product Designer

Enterprise Software • Operational Systems • Complex Workflows

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience, including 5+ years designing enterprise software, operational platforms, and complex B2B products. Applies product discovery, systems thinking, and interaction design to simplify complex operational workflows and deliver measurable business outcomes, including 83% faster workflows, 87% fewer manual errors, and 80% faster employee onboarding.

EXPERIENCE

Lead UX & Product Design Consultant

Happy Pixel Designs | Remote

August 2024 – Present

- Lead product discovery through stakeholder interviews, UX audits, and workflow analysis to uncover operational challenges and identify opportunities for product improvement.
- Drive end-to-end product design engagements for enterprise software, defining product direction, simplifying complex workflows, and delivering implementation-ready solutions aligned with business goals.
- Translate business objectives and user insights into product strategy, information architecture, interaction design, and implementation-ready documentation.
- Guide cross-functional decision-making by balancing user needs, technical constraints, accessibility standards, and business priorities throughout product development.

Lead UX/UI Designer *(Promoted from UX/UI Designer)*

Savage Innovations | Cleveland, OH / Hybrid

October 2023 – July 2024

- Owned end-to-end product design for enterprise software and mobile applications, leading initiatives from discovery through implementation while balancing user needs, technical feasibility, and business priorities.
- Redesigned an enterprise inventory platform to eliminate operational bottlenecks, reducing workflow completion time by 83%, manual data entry errors by 87%, and employee onboarding time by 80%.
- Led the redesign of a B2B mobile purchasing platform by restructuring information architecture, simplifying complex workflows, and improving usability, resulting in 70% fewer usability complaints and 90% positive post-launch feedback.
- Established scalable Figma design systems, reusable components, and documentation practices that improved design consistency and collaboration across product and engineering teams.
- Mentored junior designers while partnering with product managers, engineers, and stakeholders to strengthen design quality, align product decisions, and improve delivery.

UX/UI Designer

Savage Innovations | Cleveland, OH / Hybrid

October 2022 – October 2023

- Designed enterprise software and mobile experiences through user research, workflow analysis, information architecture, interaction design, and prototyping.
- Created user flows, wireframes, high-fidelity interfaces, and implementation-ready documentation that translated complex requirements into intuitive product experiences.

- Evaluated product usability through stakeholder reviews, usability testing, and iterative design improvements that streamlined workflows and strengthened interaction patterns.
- Partnered with product managers, engineers, and stakeholders to balance user needs, technical constraints, and business objectives throughout the design process.

Interactive Designer

Vectorform (Acquired by NTT DATA) | Remote

October 2021 – July 2022

- Designed enterprise software experiences for Fortune 500 and industrial clients, including Mitsubishi Power, Bose, Lear Corporation, and DTE Energy.
- Contributed UX/UI design for Mitsubishi Power's TOMONI Hub, an operational intelligence platform supporting complex energy operations across 145+ power plants and 680,000+ live operational data points.
- Designed operational interfaces, information architecture, workflow experiences, and voice-assisted interactions for industrial users.
- Created user flows, wireframes, prototypes, and implementation documentation that supported engineering handoff and stakeholder alignment.
- Contributed to enterprise design systems and reusable interface patterns supporting scalable digital products.

Independent Design Consultant

Freelance UX & Product Designer | Remote

May 2009 – June 2021

- Delivered UX and product design consulting for businesses across multiple industries, leading engagements from discovery through implementation and long-term product improvement.
- Translated business goals and user needs into user flows, information architecture, interface designs, and digital experiences.
- Evaluated existing products through usability reviews and design assessments, identifying opportunities to improve clarity, efficiency, and user experience.
- Managed client relationships, project delivery, timelines, and cross-functional collaboration throughout the product lifecycle.

CORE EXPERTISE

Enterprise Product Design • Product Discovery • Workflow & Systems Design • Information Architecture • Interaction Design • Design Systems • Accessibility

TOOLS & METHODS

Figma • FigJam • Wireframing • High-Fidelity Prototyping • Usability Testing • WCAG Accessibility • AI-Assisted Design Workflows

EDUCATION

Thinkful

UX/UI Design Certificate

Eastern Florida State College

Office Administration College Credit Certificate, Honors Graduate