

Alexandra Parker

Senior Product Designer | Enterprise & B2B Products, Complex Workflows & Design Systems

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SUMMARY

Senior Product Designer with 5+ years in product and UX design and 12+ years in design overall, leading enterprise and B2B products from discovery through implementation. Experienced in user research, complex workflows, responsive products, design systems, and cross-functional delivery. Work contributed to client-reported results including 83% faster processing, 87% fewer errors, and 80% faster onboarding.

SKILLS

Product Discovery • B2B Product Design • Enterprise UX • User Research • Contextual Inquiry • Workflow Design • Information Architecture • Interaction Design • Responsive Web Design • Self-Service Workflows • Design Systems • Prototyping • Usability Testing • Data-Informed Design • Stakeholder Facilitation • Cross-Functional Leadership • Engineering Partnership • Design QA • AI-Assisted Product Design

PROFESSIONAL EXPERIENCE

Lead UX & Product Design Consultant (Part-time)

August 2024–Present

Happy Pixel Designs | Remote

- Lead client engagements across UX, responsive web, and digital product strategy, working directly with business owners to translate business goals, audience needs, content, and technical constraints into usable digital experiences.
- Own work from stakeholder discovery and UX evaluation through information architecture, responsive interface design, implementation review, and launch, partnering with developers to maintain usability, consistency, and design quality across screen sizes.

Product Systems Design & Internal Operations (Office Manager)

June 2025–Present

Xcalibre Protective Services | Eastlake, OH

- Own the design and implementation of internal products and workflows supporting approximately 60 employees, identifying user and business needs, defining requirements and business rules, and carrying scalable solutions from discovery through implementation.
- Reframed leadership's request for a proposal form after analyzing the underlying workflow, then designed and built a conversational AI solution with guided intake, validation, human review, and automated document generation that reduced preparation from 2+ hours to about 10 minutes.
- Designed the Chief's Dashboard by connecting scheduling, time-clock, access-control, and PTO data across multiple systems into a single exception-focused view of salaried and non-salaried employees, enabling leadership to identify attendance and workforce issues in roughly 15 seconds.
- Defined the information architecture, permissions, navigation, and governance for the company's SharePoint environment, centralizing operational knowledge previously distributed across disconnected sources.
- Evaluated software platforms against business requirements and recommended consolidation opportunities that contributed to a 49% reduction in recurring software costs while preserving required functionality.

Lead UX/UI Designer

October 2022–July 2024

Savage Innovations | Remote (Promoted from UX/UI Designer)

- Led the design department across enterprise software, B2B platforms, and mobile products, owning product and design direction, delivery standards, and designer mentoring while partnering with product and engineering from discovery through release.
- Partnered with executives, clients, product managers, and engineering teams to define customer and business problems, shape product direction, prioritize workflows and features, and guide complex products through implementation.

- Redirected an industrial inventory-platform redesign after three days of onsite observation and interviews revealed that the original product scope did not match employees' physical workflow; translated findings into a mobile, task-driven experience addressing mobility, data-entry, error prevention, and institutional knowledge.
- Drove the resulting workflow redesign through product definition and implementation, contributing to client-reported improvements of **83% faster processing** (6 to 1 minute), **87% fewer data-entry errors** (15 to 2 per 100), and **80% faster onboarding** (10 to 2 hours).
- Led the redesign of DRAC Mobile, a B2B operational platform serving **21,000+ users**, contributing to client-reported **70% fewer usability complaints** and **90% positive post-launch feedback**.
- Established Figma design systems and delivery practices that reduced handoff issues by **25%**, partnering with engineering through implementation on business rules, edge cases, design QA, and release issues.

Interactive Designer

October 2021–July 2022

Vectorform / NTT DATA | Remote

- Designed enterprise products for Mitsubishi Power, Bose, Lear Corporation, and DTE Energy within multidisciplinary teams of product managers, researchers, engineers, SMEs, and client stakeholders.
- Shaped information architecture, monitoring dashboards, document-retrieval workflows, and voice-assisted interactions for Mitsubishi Power's TOMONI Hub, supporting **145+ power plants** and **680,000+ operational data points**.
- Translated research, technical requirements, and complex business rules into user flows, prototypes, interaction patterns, reusable components, and implementation specifications for enterprise engineering teams.
- Presented design rationale and research findings to enterprise stakeholders and led weekly knowledge-sharing sessions across an eight-person design team.

OTHER EMPLOYMENT

Independent Design Consultant

May 2009–June 2021

Freelance | Remote

EDUCATION

UX/UI Design Certification

2021

Thinkful

Office Administration College Credit Certificate

2016

Eastern Florida State College | Graduated with honors

TRAINING AND CERTIFICATIONS

ServiceNow User Experience Delivery Accreditation | ServiceNow

2026

Management in AI (CPMAI)TM | PMI

2026

Lean Six Sigma White Belt

2026

TOOLS & PLATFORMS

Design & Prototyping: Figma • FigJam • Sketch • Miro

Product Delivery: Jira • Confluence • Zeplin

Systems & AI: SharePoint • Power Automate • Google Apps Script • Gemini API • Cursor • Loveable