Ray Park

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ABOUT

I am a deeply empathetic designer with a curiosity and passion to craft experiences that enrich and impact daily life. My approach is characterized by a blend of experience and dedication, focusing on the customer journey and charting a strategic course for impactful execution.

EDUCATION

CARNEGIE MELLON UNIVERSITY
Jan 2001 - Aug 2001
Master of Human Computer Interaction

CARNEGIE MELLON UNIVERSITY
Aug 1997 - Dec 2000
Bachelor of Science in Information and Decision Systems
Additional Major: Human Computer Interaction

SKILLS

USABILITY ANALYSIS
Contextual Design, Heuristic Evaluation, Think-Aloud Protocol, Cognitive Walkthrough

DESIGN RESEARCH
Usability Testing, Contextual Inquiry, Interviewing, Focus Groups, Competitive Analysis

DESIGN PROCESS
Personas, Affinity Diagramming, Storyboards, Wireframing, Prototyping

SOFTWARE
Figma, Sketch, Miro, Adobe

EXPERIENCE

SUNDAE | Remote
Senior Designer | Feb 2022 - Present

As the first designer on the team, I work on various features across both homeowner and investor audiences, collaborating with product managers and developers. Leveraging research findings, I designed our first homeowner portal which has shown increased engagement and a mobile app tailored for investors. I focus on crafting intuitive and accessible designs within tight timelines.

QUARTET HEALTH | New York, NY
Senior Designer | May 2019 - Feb 2022

I worked closely with product managers and engineers to build comprehensive experiences for both providers and patients. My responsibilities encompassed a spectrum of activities, including discovery research, crafting high-fidelity designs, and facilitating cross-functional workshops. Additionally, I played a key role in a small team dedicated to experimenting and testing ideas in a new business space, resulting in investment for future growth.

PNC BANK | Pittsburgh, PA
Lead Designer | May 2011 - May 2019

As a lead designer on the digital team, I've contributed to a variety of teams from our online application to our premier checking account experience, and also led a small team of designers. The experiences I've created resulted in higher customer satisfaction and notable account growth. Typically, I would create storyboards, flow diagrams, and mockups to present and document the user experience and interface for stakeholders. I also played a role in conducting user research to gather valuable insights and direction.

THERMO FISHER SCIENTIFIC | Pittsburgh, PA
Designer | Aug 2010 – Apr 2011

Following a recent acquisition, the main project I worked on was incorporating their new catalog of products into our e-commerce experience. I collaborated with various departments and subject matter experts to ensure that the solution I crafted would meet the expectations of our customers and brand guidelines. I validated the designs with some usability testing.

MCKESSON CORPORATION | Moon Township, PA
Designer | Sep 2008 – Mar 2010

I worked with a newly-formed team to expand the existing pharmacy software program for mail order customers. I designed the user interface, interactions, and navigation consulting with customers to validate my design concepts. I also spearheaded user research activities for the new enhancements.

SMART FUTURES | Pittsburgh, PA
Designer & Developer | Dec 2001 – Aug 2008

I designed and coded four online career development programs for middle school and high school students. Conducting on-site user studies, I improved ease of use and navigability to tailor the experience to a classroom setting.