

RAY PARK

I am a highly empathetic, self-driven designer and researcher with a curiosity and passion to craft experiences that impact and improve everyday life. I bring experience and dedication to the work that I do, focusing on the customer journey and strategic direction for successful execution.

CONTACT raypark@gmail.com
412.353.9790
www.raypark.org

Living in NJ

EDUCATION **CARNEGIE MELLON UNIVERSITY**
January 2001 - August 2001
Master of Human Computer Interaction
GPA 4.00/4.00

CARNEGIE MELLON UNIVERSITY
August 1997 - December 2000
Bachelor of Science in Information and
Decision Systems
Additional Major: Human Computer
Interaction
GPA 3.86/4.00

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

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

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

SOFTWARE
Adobe Creative Suite, Sketch, Invision,
Axure

EXPERIENCE **PNC BANK** | Pittsburgh, PA
Lead User Experience Designer | Mar 2016 - Present
Senior User Experience Designer | May 2011 - Feb 2016

As a lead designer on the digital team, I've worked on a variety of teams from our digital application to our premier checking account experience. I'm currently focusing on the application design and leading a small team of designers. The experiences I've created have led to an increase in customer satisfaction and significant account growth.

Typically, I create storyboards, flow diagrams and mockups to present and document the user experience and interface design for various stakeholders. I also help to conduct user research to gather valuable insight and direction. I've also done some service design, crafting an experience for our sales team to coordinate between them and the digital team.

THERMO FISHER SCIENTIFIC | Pittsburgh, PA
User Experience Designer | Aug 2010 - Apr 2011

With a recent acquisition, the main project I worked on was incorporating the new catalog of genomic products into our e-commerce experience. I collaborated with various departments and subject matter experts to ensure that the solution I designed would meet the expectations of our customers and brand guidelines. I also performed some usability testing for this enhancement.

MCKESSON CORPORATION | Moon Township, PA
User Interface Design Engineer | Sep 2008 - Mar 2010

I worked with a new 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 led user research activities for the new enhancements using a couple of different HCI methods.

SMART FUTURES | Pittsburgh, PA
UX Designer and Developer | Dec 2001 - Aug 2008

I designed and coded four online career development programs for middle school and high school students. I performed user studies to improve ease-of-use and navigability through site visits to tailor the experience to a classroom setting. I researched various data sources and competitors to improve the marketability of our programs.