

PARIS O'KELLY

8 Years of Design Experience in Beauty, Finance, Travel, and Creative Industries

ABOUT

Location

North Hollywood, CA

Portfolio

parisokelly.com

password: Meditate333!

Contact

parisokelly@gmail.com

818.397.7415

EXPERIENCE

Design

Figma

Sketch + Zeplin

Invision

Adobe CC

User Research

Usertesting

Fullstory

Development

HTML5 + CSS3

PHP

Javascript

Bootstrap

Skills

Digital + Print design

Image Compositing

Typography

UX + UI Design

User Research

Sketches + Wireframes

Prototypes

Illustration

Photo Retouching

Copywriting + Editing

EDUCATION

Associates of Science in Web Design & Interactive Media

The Art Institutes of CA
(Hollywood)

References available upon
request :)

EMPLOYMENT

Spark6 - Lead UX + UI Designer (Feb. 2018 - Present)

- Provides user-focused assessments and design solutions for the overall UX + UI of
 - commerce platforms, user dashboards, and mobile apps
- Builds and customizes Squarespace websites, curating and editing all image assets
- Determines project requirements, scope, and deadlines within client budgets
- Delivers all necessary project files and assets to development engineers
- Maintains documentation of evolving project needs, functionality, designs, and product gaps

Beautycounter - Product Design Manager (Oct. 2020 - May 2022)

- Provides direction, training, and guidance to product design teams to meet timely deliveries
- Supervises team on a daily basis in product design and development activities
- Addresses team member grievances and provides support as needed
- Works with the team to prepare product design specification and integration documents
- Provides design solutions to meet cost-effectiveness and on-time deliveries
- Validates product designs, identifies constraints and provides corrective actions
- Implements process improvements to ensure product quality and productivity
- Interacts with stakeholders to clearly understand product requirements and advocate for user needs
- Identifies resource requirements and performs workload assignments to meet product design goals
- Develops best practices to ensure smooth and continuous product development processes
- Assists in recruitment, performance evaluation, promotion and termination activities
- Recommends new technologies and tools to optimize product design processes
- Analyzes and troubleshoots product issues in a timely fashion

First Entertainment Credit Union - Art Director (Mar. 2018 - June 2020)

- Designs and brands marketing collateral for all print and digital needs for branches, including VISA cards, kiosk displays, keynotes, rebranding event decor + invites
- Provided rebrand adjustments to increase brand application consistency
- Writes copy and maintains brand voice consistency in marketing campaigns
- Curates and coordinates social media content for Facebook, Twitter and Instagram

Corporate Travel Management - UX/UI Designer (Apr. '15 - Dec. '17)

- Worked in collaboration with internal and client stakeholders to redesign and rebrand travel products within [Wells Fargo's Go Far Rewards](#) digital experience
- Translated complex e-commerce, ADA-compliance, and security requirements into intuitive user experiences for all products
- Assisted with design QA and development via PHP and git to ensure on-time product launches across desktop, tablet, and mobile devices

Management Success! - Lead Web Designer (Nov. '14 - Mar. '15)

- Partnered with up to 10 remote and in-person clients weekly to understand business needs, design, brand, and launch websites
- Doubled department website sales within six months
- Increased B2C conversion rates for clients who purchase website redesigns