

Product Designer

# Michael Parker

## iHerb

*SR Product Designer | 2019 - Present*

Lead SR Designer for Rewards platform. Lead Internal Systems Designer, focus on scalability, development, and implementation. Lead Designer Cart & Checkout experience, designing for cross platform web and native applications.

- Championed design system documentation and implimentation for an international product.
- Built a simple checkout experience for native apps to speed up the checkout experience and increase conversion.
- Created new feature for Rewards platform to enable users to win more rewards with physical activity, and increase customer loyalty.

## Weedmaps

*Product Designer | 2016-2019*

Lead User Experience Designer for B2B software. User Experience Designer for discovery teams and growth.

- Created driver applications for iOS & Android to allow businesses to cut costs of using third party software and scale using a full suite of in house software
- Created Logistics management system to allow managers to operate all aspects of business in one application
- Created Fulfillment application for businesses to equip their employees with software solutions to run brick and mortar sales operations

## Absolute Merch

*Product Designer | 2015 - 2016*

Helped to build out shopify experience, and one of websites for various brands and record labels.

Contact

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Education

Art Institute of Orange County

Graphic & Web Design

20014-2016

Skills

- Figma
- Framer X
- Sketch
- Abstract
- Design Systems
- User Testing
- User Research
- Information Architecture
- Wireframing
- React JS
- HTML
- CSS