

James Park · [Portfolio](#) · [Linkedin](#) · [Email](#)

Human-centered Product Designer with 5+ years of tech experience, energized by solving gnarly customer problems, collaborating with diverse perspectives, and taking an iterative approach to uncover the right solution.



Experience

Senior Product Designer

[15Five](#) | Oct 2020 - Present

B2B · Performance management platform · HR Tech · Series B

I own the end-to-end design process as the Design Lead for the Performance Review [squad](#) (key product feature). I launched 10 releases around Enterprise Reporting, Admin Privacy & Permissions, HRIS Integrations, Review Customization, and Calibrations across 3 squads. I drive cross-department stakeholder alignment of a global team in Sales, SLT and Science. I own the Design Team's weekly Crit rituals and led a company-wide learning during AAPI Heritage Month.

Product Designer

[ezCater](#) | Jan 2019 - Oct 2020

E-comm marketplace · Restaurant delivery platform · Unicorn

As the sole designer for the Fulfillment Portfolio, I redesigned the Marketplace Search UX, increasing orders qualified as "individually packaged" from 11% to 35% which revived the business during a pandemic and I designed a Direct Messaging app to address 60% of all Customer Support requests. I led a volunteer team to launch a "Black-Owned Business" filter on the Marketplace.

UI/UX Designer

Accenture | Jan 2017 - Dec 2018

Consulting · Works with 91 of Fortune 100 companies

I designed products for T-Mobile, Bose, and W.L. Gore. I shipped 4 Android / iOS releases with a 4.8 / 5.0 App Store rating, launched a global medical distribution tool, and created a CocoaPod design system, all for Fortune 500 clients.

UI/UX Designer

Groovemaps | Jun - Sep 2016

I designed and launched the initial iOS app for a geo-location music event startup.

Education & Community

NCSU, College of Design

Bachelor of Art + Design

Designer Fund

Business Essentials for Designers, 2020

Nielsen Norman Group

Facilitating Design Workshops Certification, 2019

Practice Makes - Boston

Organizer, 2018

General Assembly

Panel Speaker, 2018

Skills

Figma, Sketch, Adobe XD, Illustrator, Photoshop, InVision, Flinto, Principle, Abstract, UI/UX, Interaction Design, Design Systems, Evaluative Usability Testing, Generative User Research, Surveys, Journey Mapping, Storyboarding, Information Architecture, Workshop Facilitation, Stakeholder Management, Design Sprints