

PARKER BOMAR

Interaction Designer

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Work Experience

Lead UI/UX Designer, Acoer | Atlanta, GA Dec. 2019 – Present 2020

- + Create clean and modern user interfaces for interoperable blockchain-enabled healthcare software, collaborating throughout the process with front and back-end developers worldwide
- + Conducted user tests & interviews, used to build design architecture from low fidelity wire-frames to high fidelity mock-ups for varied stakeholders in the healthcare industry
- + Led marketing and branding for Acoer, created explainer videos to break down complex topics in easy-to-consume short videos for social media and presentations

UI/UX Designer, OpenPharma (Certara) | Atlanta, GA May 2019 – Dec. 2019

- + Designed data-heavy web and mobile applications to be accessible and intuitive for a broad user base, utilizing MVP sprints and adapting as needed based on client and user feedback
- + Collaborated with developers and scrum master in an agile environment to meet strict deadlines
- + Created and maintained a comprehensive design library with branding and software assets

BMW Asst. Manager / Client Advisor, Global Imports BMW | Atlanta, GA July 2017 – Dec. 2019

- + Utilized 7+ years of experience in every area of the dealership to provide unparalleled support to managers of 5 departments, alongside the general manager and brand representatives
- + Supported 10+ dealership managers with daily upkeep of documentation, vehicle inventory ordering and management, and compliance with BMW branding and sales guidelines
- + Exceeded monthly sales and customer satisfaction goals by providing an unparalleled luxury sales experience through transparent communication and negotiation

Director, Product Trainer Team, BMW of Dallas | Dallas, TX June 2015 – June 2017

- + Independently created and led the BMW Genius program, growing the team to include 7 product specialists personally trained in BMW technology and quality customer service
- + Designed and conducted weekly product training for over 40 client advisors, managers, and finance personnel through web-based, video and in-person presentations
- + Coordinated advertising events and represented the brand at local and state-wide events and car expos, resulting in holding the largest market share within the region

Education

Bachelor of Science – Interactive Design
Technical Communication Minor

Kennesaw State University, 2019
President's List – 2017-2019

Highlights

Awards/Certifications: 1st in BMW Marketing Contest (2017) - BMW M & i Sales Certified

Programming Languages: CSS – HTML – JavaScript – C#

Skills

Adult Learning	Usability Testing	Ethnography	Photo / Video Editing	Microsoft Office
UX: Goal Directed Design, Heuristic Evaluation, Interviews		Fusion 360, AutoCAD	Rapid Prototyping: Co2 Lasers, 3d Printing, CNC, Arduino	
Prototyping: Figma, Sketch, Axure, XD, FramerX, Invision, Omnigraffle			Adobe: Illustrator, Photoshop, Lightroom, After Effects, Premiere, InDesign	