Aubrey Parrish

UX DESIGNER & RESEARCHER

CONTACT

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aubreyparrish.com (portfolio)

EXPERIENCE

UX/UI Designer | DC Water (UMD Capstone Project)

January 2022 – May 2022 | College Park, MD

- Worked with a team of UX designers and researchers to prototype a web application for reporting water-related emergencies
- Utilized an existing design system to create high fidelity prototypes for user testing and to gather client feedback
- Collaborated with the development team by delivering detailed wireframes and user flows and meeting with them to ensure that our designs were feasible

UX/UI Designer | Royal Farms (UMD Capstone Project)

September 2021 – December 2021 | College Park, MD

- Worked with a team of UX designers and researchers to prototype the user interface for a food ordering kiosk
- Conducted stakeholder interviews and completed a competitive analysis to discover customer pain points and identify opportunities for new design solutions
- Created sketches and storyboards to brainstorm and visualize design ideas
- Constructed a new design system and component library to create a high fidelity prototype, completed user testing to validate our designs, and iterated on our designs based on user testing results and client feedback

Retail Sales Associate/Stylist | Altar'd State

October 2020 – June 2022 | Bethesda, MD

- Styled mannequins and created merchandise displays to add to the store's visual appeal and improve the shopping experience
- Conducted stakeholder interviews and observations to learn about the company's business goals and customer needs
- Designed a mobile app, carried out user testing with customers, and iterated on the design based on user feedback

Research Intern | Mississippi State University

May 2019 – August 2019 | Starkville, MS

- Designed and carried out a research project comparing swimsuit and lingerie brands that use body-positive marketing to those that use more traditional strategies in an effort to increase inclusivity in the fashion and retail space
- Launched several questionnaires using Qualtrics to gather data and analyzed the data using SPSS statistical software
- Awarded second place in the social sciences category at Mississippi State University's Undergraduate Research Symposium

EDUCATION

MS in Human-Computer Interaction

University of Maryland
College Park, MD
August 2020 – May 2022

BS in Information, Communication, & Technology

Florida State University
Tallahassee, FL
August 2015 – December 2019

BA in Music

Florida State University
Tallahassee, FL
August 2015 – December 2019

SKILLS

Tools

Figma, Adobe Photoshop, Adobe Illustrator, JavaScript, HTML & CSS, UserZoom GO, OptimalSort, Tableau, Miro, Balsamiq, SPSS Statistics, InVision, Qualtrics, POP by Marvel, Google Workspace, Java

Design

Prototyping, Wireframing, Visual Design, Interaction Design, UX/UI Design, Design Thinking, Design Sprints, Participatory Design, Information Architecture, Design Systems, Storyboarding, Sketching, Agile, Responsive Web Design

Research

Usability Testing, Qualitative Research, Quantitative Research, User Interviews, Experience Models, Affinity Diagrams, Card Sorting, Data Analysis, User Research, User Personas, User Testing, User Flows, User Observations