



Design and Coding
ELISABETH E. PARKER

Education

- Undergraduate student at UNC-Chapel Hill, August 2014 - May 2018
Interactive Multimedia Journalism major
- Graduate coursework at UNC-Chapel Hill, January 2019 - May 2019
Personal and professional development

Skills

- Proficient in using digital prototyping tools, especially Sketch, to create wireframes and high-fidelity designs
- Adept at facilitating user tests and developing suggestions from the findings
- Confident with coding in Java, HTML, CSS, JavaScript and jQuery, SQL
- Experienced working in Adobe Illustrator, AfterEffects, InDesign and Experience Design
- Designed and built multiple websites, comfortable with WordPress and Bootstrap

Relevant Coursework

- Introduction to Programming (COMP 110)
- Foundations of Programming (COMP 401)
- Data Structures (COMP 410)
- Computer Organization (COMP 411)
- Files and Databases (COMP 521)
- Database Concepts and Applications (INLS 523)
- Introduction to Graphic Design (MEJO 182)
- Introduction to Interactive Multimedia (MEJO 187)
- Intermediate Interactive Multimedia (MEJO 487)
- Usability and User Experience (MEJO 581)
- Advanced Interactive Multimedia (MEJO 583)
- Applied Project Management (GRAD 713)

Work Experience

Associate User Experience Designer, SAS, August 2018-September 2019

- Head UX designer, Visual Data Mining and Machine Learning. Worked collaboratively with a team of UX and visual designers, UI and midtier developers and product managers. Innovated new functionality requested by customers and improved functionality converted from legacy software. Facilitated weekly sync meetings for UX and development teams. Constantly iterated to improve usability, achieve consistency across products and reflect user feedback. Launched a project to interview users in the pre-sales and enablement divisions to receive detailed feedback on our products.

Technical Intern in UX, SAS, June 2017-July 2018

- Organized and facilitated a series of user tests in anticipation of an upcoming release of SAS enterprise software. Compiled findings and presented suggestions to development team. Standardized code base for UX team style guide. Collaborated with graphic designers, user experience designers and developers.

Research Services Assistant, Carolina Population Center, December 2014 - April 2017

- Designed and edited a wide variety of materials including web postings, research posters, and international reports. Designed PowerPoint layouts and other graphics for public presentations. Organized and maintained multiple EndNote libraries. Created business cards, room signs, and other printed materials.

The logo features a stylized graphic of a folded paper or envelope on the left, with the word "Professional" in a smaller, orange, italicized font above the word "REFERENCES" in a large, bold, black serif font.

Professional
REFERENCES

Christine Browning

SAS

- Senior Manager, User Experience Design
- 100 SAS Campus Dr, Cary, NC 27513
- 919.531.5814
- christine.browning@sas.com

Macklin Frazier

SAS

- Team lead, User Experience Designer
- 100 SAS Campus Dr, Cary, NC 27513
- 919.531.1974
- macklin.frazier@sas.com

Susan Haller

SAS

- Director of Advanced Analytics R&D
- 100 SAS Campus Dr, Cary, NC 27513
- 919.531.2836
- susan.haller@sas.com

Lori Delaney

Carolina Population Center

- Director of Research Communications & Library Services
- 206 West Franklin St. Chapel Hill, NC 27516
- 919.962.6157
- lori_delaney@unc.edu