Katherine M. Parsons

http://katherineparsons.com/

Education:

Texas A&M University, College Station, Texas   Date of Graduation: May 2009
Bachelor of Business Administration in Marketing   Graduating GPR: 3.908, Summa Cum Laude

Relevant Work Experience:

IBM, Austin, Texas   May 2015 –
Portfolio Design Lead, Watson Education   Present

- Hiring and managing a team of 16 designers across 5 products built to enable educators to personalize students' learning at scale with the help of analytics & Watson cognitive capabilities
- Decomposing broad product visions into specific goals, then roadmapping actionable design stories aligned with the original stakeholder intent
- Championing Design Thinking practices through workshops with client districts and product teams, persona creation, UX ideation, wireframing, and visual design
- Orchestrating the relationship amongst design and our global development, data, & analytics teams to deliver UI experiences that are both technically feasible and rich with insights
- Defining our product success metrics; measuring the impact of the Watson Classroom browser and tablet offerings based on user experience, delivery processes, customer support, and NPS

Lead Front-End UX Designer, IBM Verse email platform   December 2013 –
                                                                                                                                      May 2015
- Created the IBM Verse product demo showcased at the opening keynote of the IBM Connect conference (estimated viewership: 20,000)
- Ensured high-fidelity translation of my UX designs to code in HTML and CSS
- Keystone to establishing a trusting relationship between design and development teams based on strong creative and development background
- Designed the highly-praised calendar bar feature (patent pending) in IBM Verse
- Speaker at countless sessions, customer briefings, webinars, tweet chats, and video interviews for my role in the product design of and enthusiasm for the product

GSD&M, Austin, Texas   September 2012 –
Creative Experience Developer   December 2013
- Produced a wide range of web experiences for clients including the US Air Force, Marshalls, Walgreens, Stainmaster, Jarritos, L.L.Bean, RetailMeNot and Lennox
- End-to-end implementation of the Marshalls #fabfound Facebook app that resulted in a 300%+ increase in weekly approved user contest submissions (at the time of record)
- Directly interacted with clients to identify and formulate solutions for their interactive needs

T3 The Think Tank, Austin, Texas   June 2010 –
Interactive Experience Developer   September 2012
- Crafted the interactive experiences for clients including Allstate, UPS, Windows Phone, MetroPCS, JPMorgan Chase, and JCPenney
- Animation designer for everything from banner ads to page takeovers for online campaigns
- Constructed interactive social experiences within the Facebook framework

Other Relevant Skills:

- Well-versed in conducting Design Thinking workshops to bring clarity and direction to vague problems, and identifying the course of action to take
- Strong background in Adobe Creative Suite, and experience with HTML, CSS, and Javascript/jQuery