

# Chloe Madison Parfitt

UX/UI Visual & Interactive Product Designer

San Francisco Bay Area • clomads.com

## PROFILE

5 years of *Product Design experience* augmented by a solid engineering foundation and visual creation skills across myriad disciplines. — I create *visual interfaces* focused on *usability* and my *motion graphics* skills to aid in providing additional detail for developers and stakeholders. I thrive in *collaborative, flexible, & focused* development environments alongside other designers and developers who are excited about design.

## WORK EXPERIENCE

**Product Designer / UI Developer** — *alphastreet.com* **2015-Present**

- Work directly with founders and product team for pre-funded stock investing social media startup.
- Collaborate with management to *influence decisions*; process requirements; *wireframe UX*; *curate* and *design* visual elements; write *scaffolding* and *styles*; *prototype* interaction elements; relay further specs to developers.
- *Plan, design, and develop* marketing items including logo, landing page, and print materials.
- Design *iOS mobile application* under MVP guidelines - now available on the App Store.

**Lead Product Designer, Founder** — *allytees.com/queird.com* **2014-Present**

- Create intuitive brand and eCommerce platform to sell original apparel to the LGBT community & allies.
- *Hire and manage* developer for implementation of API connection to fulfillment center.
- *Pivot* business under new branding and expanded scope; *increasing interest and brand recognition*.

**Product Designer, Creative Director** — *Silkroute Global* **2012-2015**

- Focused on creating mobile and web interfaces for *enterprise SaaS* products.
- *Research, wireframe, prototype, design and develop* on a multitude of *mobile, web, print and video* projects.
- Create complex MVPs in an *agile* team development environment and iterate future versions by focusing on usability through results of *QA testing, A/B testing, analytics, and user feedback*.
- Notable projects: 'Routes' iOS game and 'SkyPrize' hybrid coupon app — see process on clomads.com

**Creative Freelancer** **2011-2015**

- Contract for visual media projects: *mobile, web, print, video, motion graphics, digital signage, etc.*
- 15+ responsive websites — 7+ mobile apps — 50+ digital cinema and live video productions

## EDUCATION

**Specs Howard School of Media Arts** — *TV Broadcasting & Post Production* **2007 & 2010**

## TOOLKIT

**macOS Sierra** — Sketch 3, Principle, Zeplin.io, Adobe Creative Suite (CC), Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Brackets, Git, Pixate(Deprecated), Bash(Command Line)  
**Web/Mobile** — HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, PhoneGap, KendoUI, Ionic Framework, Jekyll, Angular, Google Drive, Dropbox, GitHub