


Parker Lathrop

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A design leader and product strategist from Kansas City, Missouri with 10 years of diverse experience specializing in end-to-end user experience.

Proactive, adaptable, and collaborative design leader known for building authentic relationships and driving shared outcomes. Thrives with hands-on learning and the use of a human-centered approach to solve complex problems and foster a positive, productive team environment.

Skills

Product Design

UX

UI

AI Prototyping

Design Systems

Mobile Design

Leadership

Design Strategy

Prototyping

User Research

Strategy

Accessibility Compliance

Methods

Figma

Maze

Usability Testing

AI

Wordpress

HTML

CSS

Notebook LM

10+ More

Education

BFA, Industrial Design

University of Kansas
2012 - 2016 • Lawrence KS

A background in **Industrial Design** and **Human-Computer Interaction**, specializing in IoT devices and wearables. This includes a collaboration with Bayer Pharmaceuticals at the Center for Design Studies and diverse professional experience gained from internships at **HomeContained** and **Museo**.

UX Research Certificate

Memorisely
January 2024

This certificate is awarded to students who have successfully completed the **five-week UX Research Bootcamp**, which provides the foundational skills and practical knowledge necessary to launch a career in UX research.

Experience

Senior Product Designer

January 2023 - Present • Kansas City, MO

Lead design initiatives for the EdTech Marketplace and Partner Portal within Canvas, the world’s leading teaching and learning platform. Directed cross-functional teams to deliver a cohesive, consistent experience for educational technology partners, **resulting in a 28% increase in platform usage**.

Designed and developed the AI Nutrition Label to promote ethical, secure AI adoption in education, with a strong focus on student privacy and data protection. Led the implementation of AI labeling across products within the EdTech Collective Platform.

Collaborated closely with stakeholders to integrate LearnPlatform across Instructure, leveraging InstUI and leading a complete front-end redesign to create a unified and seamless product experience across Canvas.

Product Designer

May 2021 - January 2023 • Kansas City, MO

Drove a **15% year-over-year increase in district contracts** by developing a mobile-first, accessibility-focused approach to the platform. Shipped a comprehensive cross-platform design system, which overhauled LearnPlatform to **achieve AAA WCAG compliance** and improve user workflows and provider application process to strengthen edtech ecosystem.

UX Designer

March 2020 - April 2021 • Kansas City, MO

Shaped the creation of a **cutting-edge insights dashboard**, providing c-suite executives with the real-time intelligence needed to strategically manage business services.

Improved overall accessibility, ease of navigation, and metrics such as bounce rates, average session duration, and lowered rage clicks. Partnered with multiple disciplines to execute SMG’s Davinci initiative, provided value across **3 cross-functional teams simultaneously**.

Product Designer

March 2018 - February 2020 • Springfield, MO

Red Dot award recipient and patent inventor for the Piston Pro lever-actuated bike rack, with close collaboration with user research, engineering, and product marketing. Developed a proven track record of designing products from ideation sketch to refined technical draft for both overseas and local production. Inventions led to multiple patents and contributed to an **increase of company revenue of over 25%**.

Design Engineer I

December 2016 - February 2018 • Merriam, KS

Drafted technical documents for architectural signage and custom installations, **fusing design and engineering to lead projects for clients like Keesler Air Force Base, Cinemark, and AMC**. My advanced proficiency in SolidWorks and a wide range of production technologies, including CNC routing and precision sheet metal bending, ensured seamless development from concept to fabrication.

UX Design Intern

July 2016 - December 2016 • Lawrence, KS

Created testing software interfaces by transforming research findings and heuristic methods into design specification documents, site-maps, and wireframes. Collaborated with educational governing bodies to ensure solutions were focused on student services and lean educator interaction related to testing software, Kansas OWL program. Implemented Design Heuristic strategies at an organization level aimed at driving design excellence and consistency.

Teaching

Product Design Mentor

May 2021 - March 2023 • Kansas City, MO

Mentored and provided personalized guidance to a diverse group of UX design students, leveraging hands-on support to help students navigate career transitions, transform their skills into compelling portfolios that directly led to an increase in job opportunities and successful interviews.

Awards & Patents

Red Dot Award Recipient

Piston Pro X
January 2022

Bicycle Rack with Adjustable Tire Chock

Patent number: 11639210
April 2023

First Place Recipient

IDSA - St. Louis Bragging Rights Competition
October 2016

Eagle Rank, Scouts of America

March 2012

Instructure

LearnPlatform by Instructure

Service Management Group

Kuat Innovations

Dimensional Innovations

CA&L by Electronic Testing Services

Chegg Skills