

Parker Lathrop

Strategist with 10 years of diverse experience building and scaling digital products. Specializing in translating complex business goals into accessible, market-ready designs.

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.

Awards & Patents

Red Dot Award Recipient

Piston Pro X
January 2022

Piston Pro X

Patent number: 11639210
April 2023

Experience

Senior Product Designer

January 2023 - Present • Kansas City, MO

- Drove Platform Growth:** Directed end-to-end product design for the EdTech Marketplace and Partner Portal, delivering cohesive UX/UI solutions that significantly improved partner engagement and increased platform usage by 28%.
- Ensured Ethical AI Design:** Designed and led the launch of the AI Nutrition Label across Canvas, utilizing rigorous user research to enable secure AI implementation and safeguard student privacy and data.
- Unified Product Experience:** Facilitated cross-functional workshops and applied UI design improvements during the integration of LearnPlatform, completing a comprehensive front-end redesign to unify the product experience across Instructure platforms.
- Accelerated Global Expansion:** Supported the Global Market Expansion Strategy for edtech partners by delivering consistent, efficient design execution, leveraging a steady cadence of data-based research.
- Improved Team Efficiency:** Championed UX/UI best practices, visual design standards, and efficient Figma workflows to boost Design System Adoption and foster a culture of open communication between design and engineering teams.

Instructure

Product Designer

May 2021 - January 2023 • Kansas City, MO

- Drove Contract Growth:** Led a mobile-first, accessibility-focused platform redesign, achieving WCAG 2.0 compliance and resulting in a 20% year-over-year increase in district contracts.
- Shaped Product Strategy:** Championed user research initiatives, including customer discovery sessions, to translate key insights directly into actionable product and design outcomes that significantly influenced the product experience strategy.
- Enhanced User Workflows:** Developed prototypes and conducted targeted user research to inform product design, resulting in enhanced user workflows that directly addressed critical customer needs.
- Improved Platform Adoption:** Led partner research and discovery sessions to boost the edtech ecosystem and improve platform adoption by prioritizing accessible, inclusive product design solutions informed by user research.

LearnPlatform by Instructure

Product Designer

March 2020 - April 2021 • Kansas City, MO

- Enhanced C-Suite Decision-Making:** Led the UI/Visual design for a cutting-edge insights dashboard, prioritizing accessibility, information architecture, and real-time data visualization to address customer needs and compliance requirements.
- Increased User Engagement:** Improved key metrics by optimizing dashboard navigation and interface, leveraging interactive prototypes and user research in partnership with Product Management.
- Delivered Cross-Functional Solutions:** Collaborated with Engineering, Product Management, and Data Science as part of SMG's Davinci initiative to deliver scalable product design solutions that met both compliance and customer requirements.
- Streamlined Enterprise Design:** Developed prototypes and implemented best practices across visual design, information architecture, and compliance to ensure efficient and consistent UI design for enterprise tooling projects.

Service Management Group

Product Designer

March 2018 - February 2020 • Springfield, MO

- Drove Revenue and achieved Red Dot Award:** Led product design from ideation to technical draft, collaborating with User Research and Engineering to address compliance and customer needs, resulting in a 25%+ increase in company revenue and a Red Dot award.
- Secured Product Patents:** Developed prototypes and advanced visual design concepts, integrating user research and Product Management feedback to successfully secure multiple patents for innovative product features.
- Enhanced Production Efficiency:** Streamlined engineering workflows and information architecture by creating detailed technical drafts and organizing comprehensive design documentation for development teams.
- Improved Product Usability:** Iterated on UI design using prototypes and customer feedback to optimize the product interface, resulting in improved usability and user satisfaction while ensuring compliance.

Kuat Innovations

Teaching

Product Design Mentor

May 2021 - March 2023 • Kansas City, MO

- Achieved 90% Job Placement:** Provided hands-on guidance in developing industry-aligned portfolios (visual design, UI design, information architecture), resulting in 90% of mentored students receiving UX job placement within 3 months of program completion.
- Elevated Industry Readiness:** Delivered personalized coaching on prototyping, user research, and navigating enterprise product design requirements to significantly elevate mentee readiness for compliance and corporate product standards.
- Strengthened Design Communication:** Guided mentees to clearly articulate their visual design rationale, user research findings, and compliance requirements in professional case studies, strengthening design communication for prospective employers.

Chegg Skills