

Eric Parks

Senior Product Designer

Charlotte, NC · Open to remote · parksed24@gmail.com · linkedin.com/in/eric-parks24

SUMMARY

Product designer with 12+ years across digital product, visual, and brand work. Leads ambiguous, cross-functional work from product strategy to shipped experiences, with depth in information architecture, prototyping, design systems, experimentation and A/B testing, and AI-assisted product development.

Selected impact: 83K conversions over control · 33K new subscriptions · +26% cart traffic · 500+ programs · up to 75% less page-design time · 10× testing volume

EXPERIENCE

Red Ventures, Charlotte, NC

Senior Product Designer · Sep 2023 – Present

- **Frontier Guided Discovery:** Defined and shipped a personalized plan journey, from recommendation logic and live pricing through the component system, engineering partnership, and QA. The experience delivered +26% cart traffic, +6% conversion, and +5% add-on attachment, and I carried the pattern to Walmart+, one of 2 businesses that reused it.
- **Walmart+ Live Better:** Originated an audience-led growth strategy around an overlooked audience for whom delivery meant access and independence; set the narrative, price-transparency model, and acquisition experience. Live Better generated 83K conversions over control and 33K new subscriptions, then became the experience served to 100% of users and the baseline for iteration.
- **2U experience platform:** Set the system direction for 500+ programs and led a four-designer workstream with a Staff Systems Designer, aligning content, analytics, and engineering around shared templates, governance, and experimentation. Result: up to 75% less page-design time and 10× testing volume in 12 months.
- **Cars.com vehicle page:** As the only designer on the team, redesigned the vehicle detail page for new, used, and certified listings around the five decisions shoppers make, with shared history, warranty, and seller components across desktop and mobile. Now in testing.
- **Self-initiated prototypes:** Found unassigned operational and commercial problems, defined the evidence models and role-based workflows behind them, and built working prototypes with AI-assisted development for experimentation operations and Cars.com dealer decisioning; both are now in progress.
- **Higher Education Network (HEN):** Turned fragmented inputs into a learner-first position and a zero-to-one ecosystem spanning identity, website, personalized dashboard, decision tools, editorial direction, and a governed brand hub, now in early launch.
- **Design leadership:** Ran cross-functional workshops where design, content, analytics, and engineering built together and settled test priorities with everyone at the table; turned a hero redesign into a Flex component used across pages; hired and mentored a junior designer and coached others through critique.

Visual Designer · Jun 2021 – Sep 2023

- Designed and systematized conversion experiences for national consumer brands; built reusable modules that sped up testing.

Parks Design Co., Remote

Product & Brand Designer / Owner · Nov 2019 – Sep 2023

- Owned product, UX/UI, brand, and web engagements for startups and small businesses, from discovery through delivery.

Earlier experience

Movement Mortgage, Graphic Designer (2017–2019) · Atypic, Visual Designer (2017) · Howell, Liberatore & Associates, Production Manager / Designer (2014–2017)

- Built a foundation in visual design and studio operations across finance, agency, higher ed, healthcare, and tech.

SKILLS

Product strategy, design systems, experimentation and A/B testing, growth experimentation, information architecture, interaction design, prototyping, accessibility, cross-functional leadership, AI-assisted product development, mentoring

TOOLS

Figma, FigJam, Adobe Creative Cloud, ChatGPT, Codex, Claude, Cursor

EDUCATION

Mansfield University of Pennsylvania, Bachelor of Science, Graphic Design, 2013