

# Ray Park

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## ABOUT

I am a deeply empathetic product designer with a curiosity and passion to craft intuitive, user-centered solutions that enrich and impact daily life. My approach is characterized by a blend of experience and insights, focusing on the customer journey and charting a strategic course for impactful outcomes.

## EDUCATION

### CARNEGIE MELLON UNIVERSITY

Master of Human Computer Interaction

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Bachelor of Science in Information and Decision Systems  
Additional Major: Human Computer Interaction

## SKILLS

### DESIGN RESEARCH

Usability Testing, Contextual Inquiry, Interviewing, Focus Groups, Competitive Analysis

### DESIGN PROCESS

Double-diamond, Personas, Journey Mapping, Storyboards, Wireframing, Prototyping

### USABILITY ANALYSIS

Contextual Design, Heuristic Evaluation, Think-Aloud Protocol, Cognitive Walkthrough

### SOFTWARE

Figma, Sketch, Miro, Adobe

### SUNDAE | Remote

*Senior Product Designer* | Feb 2022 - Present

- As the first designer on the team, I collaborate with cross-functional partners and build engaging and intuitive end-to-end experiences based on an understanding of user needs and business goals.
- Leveraging data and research insights, I led the design of our first homeowner portal which has shown a 15% increased conversion.

### QUARTET HEALTH | New York, NY

*Senior Product Designer* | May 2019 - Feb 2022

- Worked closely with product managers and engineers to build comprehensive experiences for both providers and patients.
- Played a key role in experimenting and testing ideas in a new business space, resulting in 5x increase in conversion.
- Responsibilities encompassed a spectrum of activities, including discovery research, crafting high-fidelity designs, and facilitating cross-functional stakeholder workshops.

### PNC BANK | Pittsburgh, PA

*Lead User Experience Designer* | Mar 2016 - May 2019

*Senior User Experience Designer* | May 2011 - Feb 2016

- As a lead designer on the digital team, I've contributed to a variety of teams from our premier checking account experience to special projects with Visa, and also mentored a few designers.
- Led the redesign of our digital account opening experience that increased volume from 3% to 26%, leveraging data and research to make informed design decisions and keeping the flow simple and approachable.
- Delivered user experiences that were intuitive, engaging, and aligned with business objectives and practiced service design for our experiential sales team.
- Conducted user research to gather valuable insights, feedback, and direction.

### THERMO FISHER SCIENTIFIC | Pittsburgh, PA

*User Experience Designer* | Aug 2010 - Apr 2011

- Designed a cohesive e-commerce experience following an acquisition to incorporate their catalog of products.
- Collaborated with various departments and subject matter experts to ensure that the solutions I crafted would meet the expectations of our customers and brand guidelines.
- Validated the designs with usability testing.