

KEVIN PARKS

Senior / Lead Product Designer - Complex Health, Data & AI-Forward Product UX

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PROFESSIONAL SUMMARY

Senior/Lead Product Designer with 12+ years helping startup and scale-up teams turn complex healthcare, data, and workflow products into clear, useful customer experiences. I'm strongest where ambiguity, constraints, and complexity collide: understanding the system, finding the leverage point, and shaping product direction teams can build, test, and sell.

My design style is creative problem solving under real constraints: sharp information architecture, Jobs To Be Done thinking, opinionated workflows, dense but readable interfaces, trustworthy data views, and product moments that feel useful, calm, and even delightful. I use AI as leverage, not a substitute for judgment: Claude Design, Claude Code, and Claude Enterprise are primary tools for exploration, HTML prototypes, UX critique, product writing, and implementation handoff, while Figma and Figma MCP support collaboration, design systems, and production design.

CORE SKILLS

Product Design: Product Design | UX Strategy | Complex Product UX | Interaction Design | Information Architecture | Creative Problem Solving | JTBD | Design Systems | Mobile-Responsive UX

Research & Strategy: User Research | Customer Interviews | Usability Testing | Voice of Customer | Persona Research | Journey Mapping | Product Requirements | Roadmap Input

Health & Data UX: Healthcare Analytics UX | Consumer Health UX | Claims Data | BI Dashboards | Data Visualization | Reporting Workflows | Data Grids | Population Health | Benefits Analytics

AI Prototyping & Development: Claude Design | Claude Code | Claude Enterprise | AI-Assisted Prototyping | HTML Prototypes | UX Critique | Product Writing | OpenAI Codex | GitHub Copilot | Augment

Tools & Collaboration: Figma | Figma MCP | Stitch | Adobe Firefly | React/MUI Collaboration | HTML/CSS | Design QA | Accessibility | Team Leadership

PROFESSIONAL EXPERIENCE

Artemis Health by Nomi Health - Salt Lake City, UT

Lead / Senior Product Designer | Oct 2022 - Present

Promotion: Senior UX Designer to Lead UX Manager, Aug 2024

- Led design across 4+ healthcare analytics and reporting product offerings, helping teams turn complex claims, cost, and population health data into usable workflows and decision tools.
- Designed complex data-product UX patterns across dashboards, data tables, filters, reporting flows, exports, presentation-oriented outputs, and analytics workflows for benefits and healthcare stakeholders.
- Partnered with product, engineering, analytics, and business stakeholders to translate ambiguous customer needs into product direction, requirements, prototypes, and implementation-ready designs.
- Used Claude Design, Claude Code, and Claude Enterprise as primary AI design/code tools to accelerate concept exploration, product flows, UX critique, HTML prototypes, product writing, and engineering handoff.
- Balanced AI-assisted speed with senior product judgment, using the right tool for the job while keeping user needs, Jobs To Be Done, usability, trust, and product outcomes at the center of the work.
- Created Figma prototypes, Figma MCP-supported workflows, and AI-assisted HTML prototypes to validate end-to-end workflows before engineering investment.
- Mentored and managed a team of 3 designers while maintaining hands-on ownership of complex product surfaces.
- Led discovery, validation, usability testing, and Voice of Customer programs to identify workflow friction, clarify persona needs, and inform roadmap priorities.
- Managed design system patterns, accessibility considerations, web analytics, and design QA across product surfaces.
- Conducted research around personas, journeys, and Jobs To Be Done for brokers, consultants, health plans, employers, and healthcare analytics users.

New U Life - Lehi, UT

Senior UX Designer | Sep 2020 - Sep 2022

- Designed responsive web and mobile-first product experiences across customer-facing and internal workflows, including onboarding, account management, navigation, and product education.
- Created 7+ Figma prototypes to communicate interaction models, product flows, mobile-responsive layouts, and high-fidelity UI direction.
- Conducted 20+ customer interviews and software usability tests to identify pain points and validate product decisions.

- Developed responsive HTML/CSS/JavaScript web app and website experiences in collaboration with engineering, with attention to mobile layout, navigation, and usability.
- Wrote user stories, product requirements, and acceptance criteria to support product and engineering execution.
- Defined user journeys and contributed to visual and code-oriented design system foundations.

Glassboard Tech / Assure.co - Salt Lake City, UT

Product Owner & UX Manager | Oct 2019 - Jun 2020

- Led a team of 4 developers and architects to produce product experiences from concept through implementation.
- Managed product requirements, sprint planning, Scrum rituals, and cross-functional delivery across design and engineering.
- Developed clickable prototypes, demo videos, and product artifacts to align stakeholders and validate direction.
- Maintained design QA, product quality guidelines, and implementation consistency.
- Conducted in-person user testing, competitive analysis, and customer research to guide product decisions.

Xomi, Inc. / Chargeback.com - Salt Lake City, UT

Digital Product Designer | Oct 2015 - Aug 2019

- Designed the user experience for a high-tech B2B SaaS web application, including research, testing, flows, and interface design.
- Organized and led 3 Google Ventures-style week-long design sprints, building and validating user-tested prototypes.
- Practiced user discovery, Sketch mockups, InVision prototypes, and UX testing with clients and stakeholders.

EDUCATION

Texas A&M University - College Station, TX

Bachelor's: Creative Studies, Design, & Business Administration | 2007 - 2009

Texas State University - San Marcos, TX

Communication Design | 2004 - 2007

PORTFOLIO / SCANNER KEYWORDS

Complex product UX | Healthcare analytics | Consumer health | Claims analysis | Benefits dashboards | BI workflows | Reporting and exports | Data grids | Population health | Persona-specific dashboards | Pivot tables | Charting | Report scheduling | Voice of Customer | Design systems | React/MUI collaboration | Mobile-responsive UX | AI-assisted prototyping | Claude Design | Claude Code | Claude Enterprise | Figma MCP | Stitch | Adobe Firefly | OpenAI Codex | GitHub Copilot | Augment | Product strategy | Jobs To Be Done | Creative problem solving