

Sharlene Parra

Product Designer

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Portfolio www.sharleneparra.com

A Product Designer with over **3 years** of experience creating meaningful user experiences and driving impact through design. Co-led the redesign of FieldEdge's mobile 2.0 app, enhancing usability, interface design, and overall functionality. Seeking to leverage my design expertise to drive engagement, innovation, and growth at a mission-driven company.

SKILLS

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

UX Methods: Wireframing, User Research, Prototyping, Usability Testing, User Flows, Journey Mapping

Collaboration: Jira, Optimal Workshop, Miro, Confluence

Soft Skills: Critical Thinking, Collaboration, Attention to Detail, English + Spanish

WORK EXPERIENCE

FieldEdge by Xplor | Junior UX UI Designer

Aug 2021- Dec 2024 | Remote

- Supported B2B clients using FieldEdge's SaaS platform to optimize field service operations and improve team efficiency.
- Led end-to-end design for new features and redesigns, from user research to final handoff, improving product usability for thousands of customers.
- Conducted 20+ usability tests, surveys, and interviews, resulting in actionable insights that informed design decisions and increased user satisfaction scores.
- Designed high-fidelity wireframes, prototypes, and process flows in Figma, ensuring smooth developer handoff and reducing design-to-development errors.
- Collaborated with product managers and engineers to define requirements and align on solutions, helping deliver features on time and within scope.
- Presented design solutions to stakeholders and cross-functional teams, influencing product roadmaps and gaining buy-in for key design decisions.

Etomon | UX UI Design Intern

Feb 2020 - Feb 2021 | New York, NY

- Joined Etomon as an early team member at a very early-stage startup, helping establish foundational processes for growth and customer onboarding.
- Updated and maintained the company's design system and component library, ensuring visual consistency across platforms.
- Redesigned core user flows and screens, improving navigation and overall usability.
- Collaborated with senior designers and developers, supporting faster iteration and smoother handoffs.

Mirko Ilic Corp | Graphic Design Intern

Feb 2018 - May 2018 | New York, NY

- Produced logo, label, and book cover concepts; created mockups for client presentations and production.
- Collaborated with Creative Director to refine concepts into polished designs.

EDUCATION

CUNY New York City College of Technology

Bachelor Degree (BFA) in Communication Design

June 2018 | Brooklyn, NY