

Sharlene Parra

UX/UI Designer specializing in complex B2B SaaS platforms across web and mobile, with 4+ years leading end-to-end design in Scrum/Agile environments. Known for translating complex workflows into simple, testable interfaces that improve usability and drive measurable outcomes.

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Portfolio
www.sharleneparra.com

LinkedIn
[Sharlene-parra](#)

EXPERIENCE

WLOT Project, Freelance UX/UI Designer

Nov 2025 - Present

- Redesigned a small business website in Wix, improving visual hierarchy and navigation to reflect the brand better and drive customer engagement
- Partnered directly with the business owner to translate goals and customer needs into design decisions

Xplor Technologies, Junior UX/UI Designer

Aug 2021 - Jan 2025

- Designed end-to-end across web and mobile for a complex B2B SaaS field service platform, from discovery through hi-fi prototyping, reducing taps required to complete key tasks by 80%
- Co-led the redesign of core mobile app screens, building a new mobile component library while maintaining the existing web design system
- Conducted user research and usability testing with 240 field technicians, 94% of whom rated the redesigned experience more intuitive than the previous version
- Collaborated with PMs, engineers, architects, and stakeholders in Scrum/Agile to solve complex, system-wide UX problems

Etomon, UX/UI Design Intern

Feb 2020 - Feb 2021

- Designed web and mobile experiences for an early-stage online learning startup, working directly with the CEO and engineering team
- Built and maintained the platform's component library to ensure visual and functional consistency across web and mobile
- Translated ambiguous product requirements into functional, testable interfaces in a fast-changing, resource-constrained environment

EDUCATION

CUNY New York City College of Technology

Aug 2014 - Jun 2018

Bachelor's Degree (BFA) in Communication Design

SKILLS

Tools

Figma, Figjam, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Miro, Jira, Confluence, Claude

UX Methods

User Research, Usability Testing, A/B Testing, Journey Mapping, Information Architecture, Optimal Workshop, Card Sorting, Heuristic Evaluation, Accessibility

Deliverables

Wireframing, User Flows, Prototyping, Design Systems, Responsive Design, Mobile Design, Design Handoff

LANGUAGES

English and Spanish