# Alex Parks

👋 I am a **senior product designer** based in **Chicago** with a passion for **design systems**.

## 🔗 Connect

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## 📂 Skills

**Design:** Design systems, component design, design tokens, accessibility, interaction design, prototyping

**Tools:** Figma, Cursor, GitHub, Jira, Maze

**Technical:** Working knowledge of HTML and CSS

## 🎓 Education

**Purdue University**

BS in Economics

**General Assembly**

UX Design Certificate

## Experience

### GoFundMe - Chicago, IL

**Senior Product Designer - Design Systems (August 2026 - Present)**

**Product Designer II - Design Systems (May 2024 - August 2026)**

- Serve as the sole designer for Trove, the design system supporting GoFundMe Pro, leading component design, documentation, maintenance, and engineering collaboration.
- Help unify the Trove and Heart design systems by standardizing components, interaction patterns, and accessibility requirements across GoFundMe and GoFundMe Pro.
- Design and document accessible components from requirements and interaction states through engineering handoff and implementation review.
- Designed a WCAG AA–compliant data visualization color palette that keeps chart series distinguishable while meeting contrast requirements for text, icons, and marks across themes.
- Used card sorting, tree testing, and competitive research to inform a new information architecture for organization settings, then developed recommendations and wireframes.
- Partner with designers, engineers, and product managers to resolve interaction questions and create reusable solutions for product teams.
- Use Cursor to prototype solutions, assess implementation feasibility, and contribute across design and code.
- Create usage guidance and support designer onboarding to help teams apply components consistently.
- Expand the token architecture to improve consistency and alignment between design and production code.
- Served as a GoFundMe hackathon team captain, coordinating teammates and guiding the team's project from idea to presentation.

### Epsilon - Chicago, IL

**Product Designer II - Design Systems (March 2023 - May 2024)**

**UI Designer I - Design Systems (February 2021 - February 2023)**

- Led the end-to-end production of a new design system documentation site from proposal to launch, directing a team of UX researchers, product designers, and developers.
- Documented and expressed design guidelines, including accessibility, interaction, and visual guidelines, at the highest standard that can be readily understood by product designers, product managers, leadership, and applied by developers.
- Contributed to, maintained, and applied a pixel-perfect design system Figma library and documented design tokens.
- Managed committee to maintain and update design pattern library.
- Created design solutions that balanced scalability and technology constraints while keeping user experience and business rationale in mind.
- Evaluated and improved usability and accessibility of components (WCAG).
- Advocated for design consistency through documentation, visuals, presentations, new hire education, and office hours.
- Delivered high-quality interaction and visual designs from initial concept through to shipping and effectively presented visual concepts to stakeholders.

### Avianos - Chicago, IL

**UI Designer (August 2020 - February 2021)**

- Designed and themed component libraries for clients in Figma.
- Transformed wireframes into high-fidelity mocks and handed off to development.
- Collaborated closely with project managers, UX designers, and engineers.
- Continuously researched web and mobile design trends and industry standards.