

Troy Parke

Interactive Design Director

(206) 669-8740 | gmail.com: troyparke | www.troyparke.com

Abilities

Translate creativity into compelling, usable and high performing experiences.
Integrate multiple stakeholder business goals through user-centered interactive design.
Communicate clearly in writing, verbally and through presentation.
Direct interactive, visual and graphic production to ensure project success.

Experience

UX Design Manager | Lead Sr UX/UI Designer (Mar 2009 – Present)

Big Fish Games

Global leader and innovator in the casual games industry.

[Big Fish Games](#), [Treasure Quest](#), and [Big Sea Games](#).

- Lead the design team in UI, UX, prototyping and visual production of company initiatives across platforms from website to desktop and portable devices.
- Connect business requirements, usability research, engineering implementation and metrics-based performance into product features.

Design Director

(Mar 2008 – Feb 2009)

Plexipixel, Inc. | <http://www.plexipixel.com/>

Full-service interactive agency specializing in multimedia experiences.

- Concept, create and implement superior, rich and usable user experiences.
- Establish high level creative direction and drive detailed content design.

Art Director | Senior Designer

(Jun 2003 – Feb 2007)

RealNetworks, Inc.

Pioneer in internet media creation, delivery and playback technology for millions.

[Rhapsody Software](#), [Rhapsody.com](#), [film.com](#), [SuperPass](#) and [RealPlayer](#).

- Direct and drive creative process through concept, iteration and execution.
- Oversee creation of user interfaces, product touch-points and select marketing.

Senior Designer | Interactive Designer

(Jul 1999 – Jun 2003)

Smashing Ideas, Inc. | www.smashingideas.com

Rich media consulting for the Fortune 1000: Microsoft, Disney, Nickelodeon and Post.

- Concept, design and produce sites, web-apps, motion graphics and games.
- Direct on larger interactive projects and implement smaller-scale works.

Proficiency

Pen and Paper; Mac and PC; Adobe Creative Suite (Photoshop, Flash, Dreamweaver, InDesign) and rapid prototyping techniques with Flash, HTML, CSS and JS frameworks.

Education

Principles of High Performance Leadership (2010)

Situational Leadership® II Training (2007)

[The Brand Gap](#) workshop with Marty Neumeier (2005)

[Enterprise Information Architecture](#) workshop with Lou Rosenfeld (2004)

[Don't Make Me Think: The Workshop](#) with Steve Krug (2004)

[Presenting Data and Information](#) with Edward Tufte (2000)

Associate of Applied Science in Graphic Design - Seattle Central (1999)

BS and MS in Civil Engineering - University of Washington (1995)

Activities

Judo Player, Instructor and Coach; Recreational Snowboarder; Artist.