



RODNEY PARKER

Experience Design | Experimentation | Design Leadership | rkparker82@gmail.com | 815.557.5419 | linkedin.com/in/rodneyparker

PROFESSIONAL SUMMARY

UX design leader with 20+ years of design experience, including 10+ years leading small teams of UX designers on enterprise digital products in a highly regulated industry. Leads projects from concept to completion through user research, wireframing, prototyping, usability testing, and implementation with development teams. Builds design systems and governance, simplifies complex experiences, and partners closely with product, engineering, analytics, legal, and compliance in agile environments. Programs have supported 30M+ monthly visitors and contributed 2.47M incremental accounts.

CORE SKILLS

UX Leadership & Team Management | Work Intake & Resource Planning | User Research | Usability Testing | Wireframing & Prototyping | Interaction Design | Design Systems & Governance | Design Critique | Mentoring | Agile Delivery | Human-Centered Design | Design Thinking | A/B Testing | Figma | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Sr. UX Manager

Capital One Financial | May 2025 - May 2026 | Chicago, Illinois

- Led a multidisciplinary team of 5 UX designers and researchers, managing work intake, priorities, and timelines for the migration of 30+ Discover credit card pages onto Capital One's tech stack, serving 30M+ monthly visitors.
- Created a scalable, design-system-aligned experience framework that reduced development effort 40%+ and accelerated page delivery by three weeks.
- Partnered with Capital One design leadership to align designs with the enterprise design system and its standards.
- Established governance and decision frameworks that aligned business, experience, development, legal, compliance, and agency partners around one migration roadmap.
- Bridged Discover and Capital One leadership to set delivery timelines and communication processes, reducing integration risk during the merger.

Sr. UX Manager

Discover Financial Services | March 2016 - May 2025 | Riverwoods, Illinois

- Led Site X, an Innovation Lab and McKinsey-partnered test-and-learn program, growing it into an embedded team of 10 designers, writers, and project managers across landing pages, application, and post-submit flows; hired, mentored, and developed team members.
- Took concepts from research through wireframes, prototypes, usability testing, A/B testing, and launch, producing \$405 in acquisition-cost savings per customer and \$1,000+ in lifetime value per acquired account.
- Worked in an agile environment with product, analytics, marketing, and the internal Consumer Insights research team to continuously optimize the application funnel.
- Led enterprise experience programs that contributed 2.47M incremental accounts, 1M organic visits, and \$1B+ in customer lifetime value.
- Directed experience and content strategy across all credit card pages, doubling content visits, securing the #1 Google ranking for "credit cards," raising conversion 25%+, and contributing to 24% YoY growth in card applications; work featured at Adobe Summit 2025.
- Set design quality standards across internal teams and agency partners including Publicis Sapient, Grey New York, TBWA\Chiat\Day, Cognizant, and Dentsu.
- Led digital for the \$5M Eat It Forward campaign – translating cultural consumer insights into creative, social amplification, and community partnerships supporting Black-owned restaurants to deliver culturally resonant brand storytelling that sparked national conversation.

Design Lead

McGuffin Creative Group | March 2011 - March 2016 | Chicago, Illinois

- Led projects end-to-end with minimal creative director oversight, managing client relationships and creative execution.
- Drove the agency's transition from print-first to digital-first deliverables for clients including BMO, Allstate, and Northwestern Medicine.
- Designed landing pages, microsites, identity systems, and brand deliverables across digital, print, and environmental formats.

EDUCATION & CERTIFICATION

Cornell University | Online Courses | Jan 2022 - March 2022
Design Thinking Certification

Illinois State University | Normal, IL | August 2002 - May 2005
Bachelor of Science with an emphasis in Graphic Design

Joliet Junior College | Joliet, IL | August 2000 - May 2002
Computer Aided Drafting

SELECTED RECOGNITION

Effie Awards, Silver (2) – Finance & New Product Categories (Discover 2025)

IHAF Agency of the Year (2015)

Discover President's Plate (2022) – Discover.com redesign

IHAF Silver (2023, 2024)

IHAF Honorable Mention – Digital Marketing (2024)

GDUSA Awards, 22 (2023-2025)

NOTABLE BRANDS

Discover, Capital One, Northwestern Medicine, Kids Help Phone, BMO Harris Bank, The Allstate Foundation, Ebony Magazine, Cadence Health, Ronald McDonald House, Lexli Skin Care, Delnor Hospital, Allstate, Cars.com, AT&T, Bankers Life Insurance, Midwest Health