



RODNEY PARKER

Sr. UX Manager | UX Director | Design Leadership | rkparker82@gmail.com | 815.557.5419 | [linkedin: linkedin.com/in/rodneyparker](https://linkedin.com/in/rodneyparker)

PROFESSIONAL SUMMARY

UX and Experience Design Leader with 20+ years of design and creative leadership, including 10+ years leading UX teams and enterprise digital experiences in financial services. Proven track record building and scaling high-performing teams, defining UX strategy, establishing design systems and governance, and translating customer insights into measurable business outcomes. Led enterprise programs supporting 30M+ monthly visitors, 2.47M incremental accounts, and \$1B+ in customer lifetime value. Experienced partnering with executive leadership, product, engineering, marketing, analytics, research, legal, compliance, and external agencies to deliver customer-centered experiences at scale.

CORE SKILLS

UX Strategy | Experience Design | Usability Testing | Design Leadership | UX Leadership | Design Management | Team Leadership | Team Building & Scaling | A/B Testing | Design Ops | Design Systems | Design Governance | Human-Centered Design | Data-Driven Design | Conversion Rate Optimization (CRO) | Figma | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Sr. UX Manager

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

- Led migration of Discover credit card landing pages onto Capital One's tech stack, affecting 30+ pages and 30+ million monthly visitors
- Led a multidisciplinary team of 5 UX designers and researchers to create a scalable, design-system-aligned experience framework, reducing development effort 40%+ and accelerating page delivery by three weeks.
- Aligned page designs to Capital One's design system in partnership with Capital One design leadership
- Bridged Discover and Capital One leadership teams to establish delivery timelines and communication processes, mitigating integration risk during merger
- Established enterprise governance and decision frameworks that aligned business, marketing, experience, development, legal, compliance, and agency partners around a coherent migration road map.

Sr. UX Manager

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

- Led an Innovation Lab and McKinsey-partnered test-and-learn program (Site X) spanning organic, paid search and acquisition experiences, producing \$405 in acquisition-cost savings per customer and \$1,000+ in lifetime value per acquired account. Grew the Site X team to a full time embedded team of 10 designers, writers and project managers across credit card landing pages, application, and post-submit flows
- Led enterprise creative capability and experience programs that contributed 2.47M incremental accounts, 1M organic visits, and more than \$1B in lifetime customer value.
- Directed SEO strategy for all Discover credit card pages, from image selection through full landing page development as well as a sole dedicated micro site for SEO where we developed 5-10 new articles and infographics per week. Delivered double digit year over year gains in unbranded, page 1 keyword rankings and raised conversion rates over 25% earning IHAF awards as well as top Google rankings
- Led optimized content and experience strategy that increased content visits 100%+, secured the #1 Google ranking for "credit cards," and contributed to 24% YoY growth in card applications; work featured at Adobe Summit 2025.
- Served as a senior creative voice for Discover's brand, setting ambition and quality across internal teams and agency partners including Publicist Sapient, Grey New York, TBWA\Chiat\Day, Cognizant and Dentsu.
- Operated in agile environment, partnering with product, analytic and marketing to continuously optimize the conversion funnel through A/B testing and partnering with our internal Consumer Insights.
- 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

- Concepted and produced full range of brand deliverables – logos, identity systems, brochures, direct mail, landing pages, microsites, web banners, environmental graphics (bus wraps, building wraps), and event collateral
- Led projects independently with minimal creative director oversight, managing client relationships and creative execution end-to-end
- Drove agency's transition from print-first to digital-first deliverables for clients including BMO, Allstate and Northwestern

EDUCATION & CERTIFICATIONS

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

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

AWARDS

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