Cael Parker

Product Innovator & Developer
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Richmond, VA

Education

Masters in Product Innovation
Virginia Commonwealth University

BFA, Sculpture and Extended Media
Virginia Commonwealth University

Certifications

- Certified Scrum Product Owner
  (CSPO) │ Scrum Alliance
- Experience Innovation Aware │
  ExperiencePoint
- Accessibility Fundamentals for
  the Web │ Siteimprove
- Product Innovation Certificate │
  Virginia Commonwealth University
- Venture Creation Certificate │
  Virginia Commonwealth University

Skills

- Team leadership and management
- Project planning and execution
- Stakeholder communication
- Agile methodologies
- Process improvement
- Cross-functional collaboration
- Interpersonal communication
- Time management and prioritization
- Design thinking process
- Reflective listening

Professional Summary

Adaptable innovator eager to drive innovation, facilitate collaboration, and foster inclusive design practices. Diverse background in product innovation, design, and education. Experienced in program coordination, entrepreneurship coaching, and UX/UI design. Experienced in leading collaborative projects, facilitating, and developing solutions.

Experience

Shelfie Program Coordinator [Graduate Assistantship]

August 2023 - Present │ Shift Retail Lab at VCU da Vinci Center

- Run logistics, coordinate the program and act as the main point of contact for participants in the program.
- Consult and coach upcoming entrepreneurs.
- Lead special projects focused on enhancing the utilization & aesthetics of designated display spaces.
- Conceptualize & collaborate execution of creative installations .
- Assist in improving the program through iteration in a cross-functional, collaborative team.

Workshop Facilitator

August 2023 - Present

- Design Thinking // (Lean) Business Model Canvas // The Art of the Pitch // Intro to Prototyping // Shelfie Program required workshops

UX/UI Designer

February 2024 - Projected May 2024 │ VCU Provost Office

- Lead designer in a multidisciplinary team to create a working prototype that will go into testing.
- Created a product that promotes and builds community as well as easing the onboarding process for college students.

Adjunct Instructor

December 2023 - March 2024 │ Virginia Commonwealth University

- Primary instructor for Figma Topics Course and co-instructor for Adobe Suite Topics Course.
- Designed course syllabi & curriculum. Developed teaching materials to help enhance student experience. Implemented consistent feedback and guidance through the semester material.
- Advised students on academic matters, career paths and opportunities.

Curriculum Design Internship with Upstream 360

September 2023 - December │ Worked in Richmond VA

- Worked in collaboration with team members to design and develop the basis for curriculum materials for online continuing medical education.
- Acted as production consultant for best practices for specifications of project - online learning retention and engagement.
- Conducted empathetic interviewing to identify needs of stakeholders and to understand needs of project brief.
- Assisted in the creation of an educational template for client.

Human Centered Design Internship

January 2022 - May 2022 │ Worked in Richmond, VA

- Worked with a Richmond based firm - currently under NDA
- Engaged in a human centered design internship focused on user experience with a large general contractor utilizing Figma skills.