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CONTACT

jessica
parker

Selected works, 2019-2022

The Big Picture

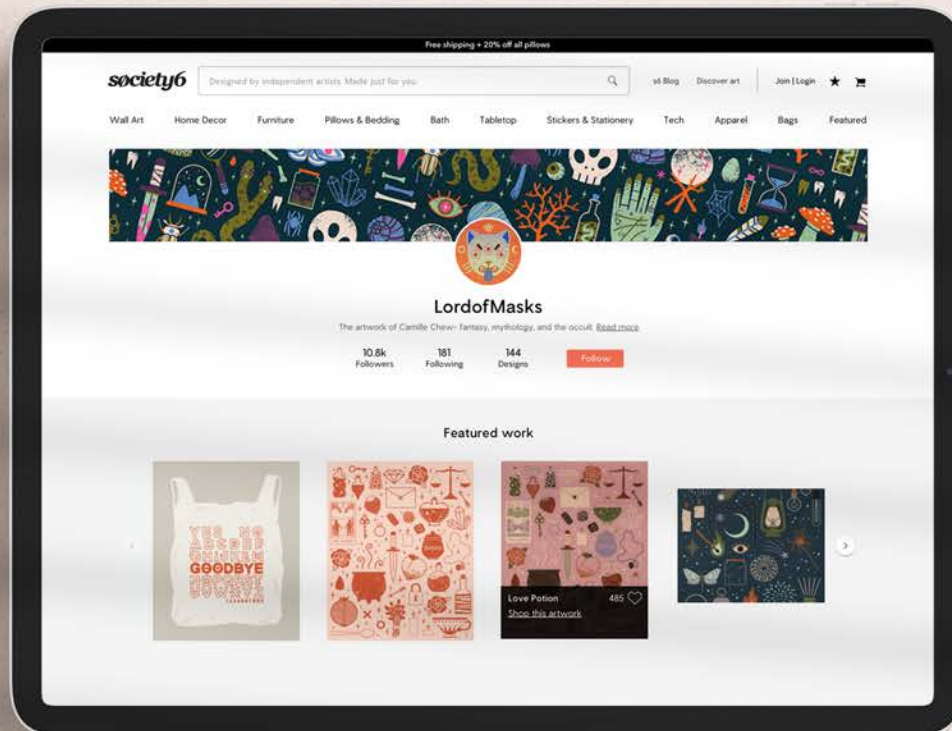
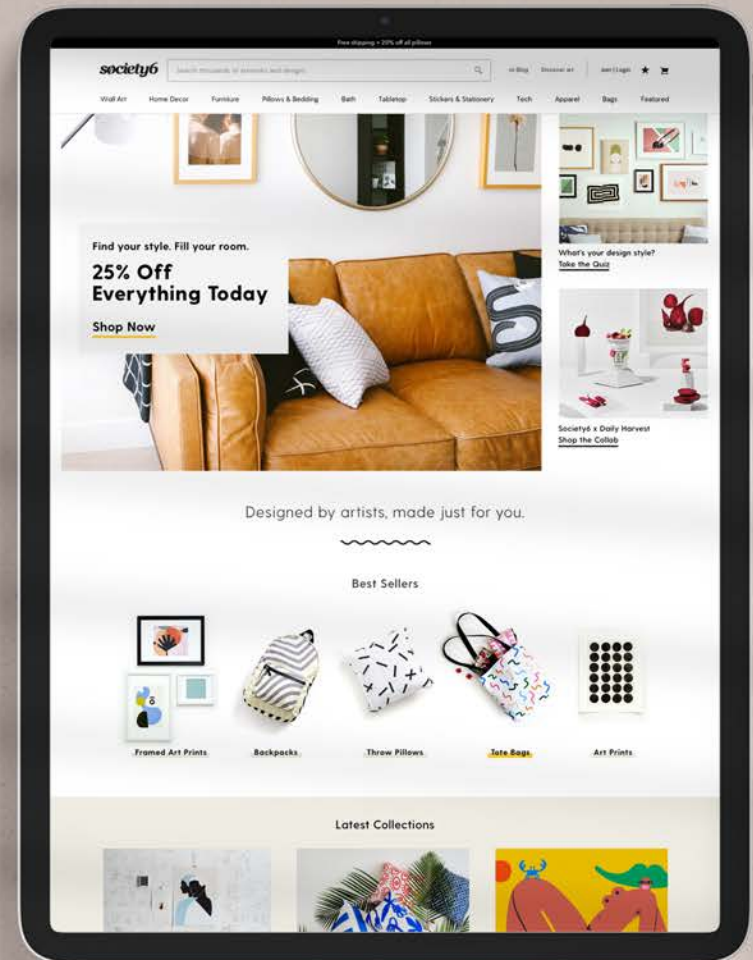
IN BRIEF

Who's the audience? What's the goal? Understanding to whom you're speaking and what you're trying to get them to think, feel and do is a critical step on the path toward creating effective brand experiences. Of course it should be beautiful—in its simplicity, in its complexity, in its utility—but beauty is subjective unless the first two questions can be answered clearly. It's this pursuit of beauty that ultimately drove me to change course after law school, and over the next 15 years I developed the practical skills in photo retouching, graphic design, product design, art direction and branding to build a solid career that's brought me a lot more joy than I think being in court ever would have.



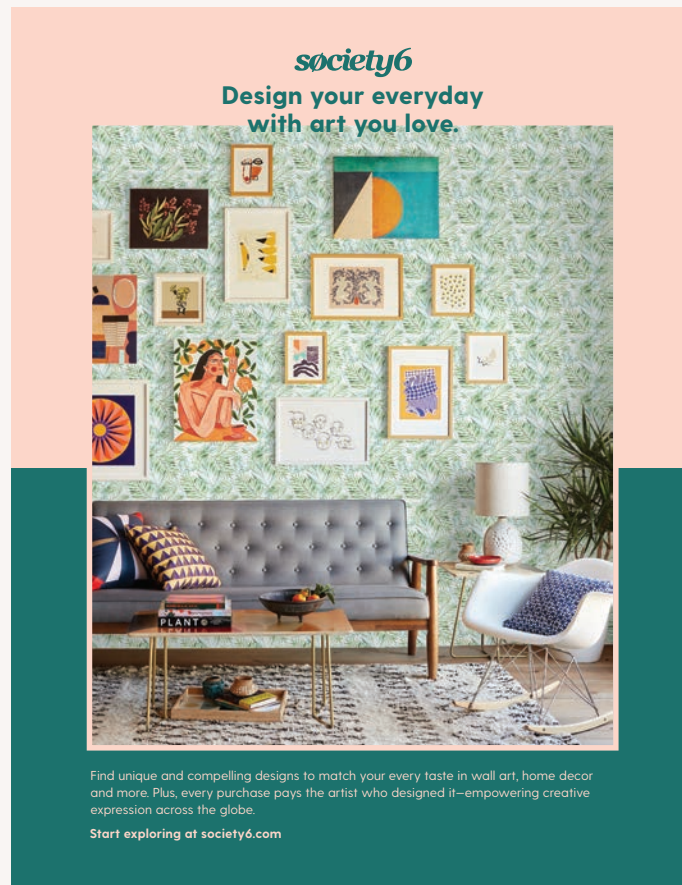
UI/UX: SOCIETY6

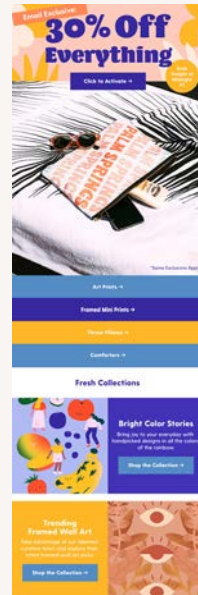
Some of my UI projects at Society6 included designing a responsive homepage and artist shop. During my time as Senior UI Designer, I also designed the artist upload system and worked closely with the engineering team to build a modular CMS.



ART DIRECTION: SOCIETY6

At the end of 2018, I was promoted from the product team as Senior Product Designer to the marketing team as Art Director. My goal was to help create a fresh new look for the brand with bold color and type, and a lush photography aesthetic showcasing our broad range of products and designs. As Art Director, I was responsible for directing our photographer, stylists and designers to create assets for and finished products in print, email, web, paid advertising and packaging.





BRAND REFRESH

After a big change in leadership in mid- 2019, our goal was to take the brand in a new visual direction that would appeal to a wider audience in a more sophisticated way, with more of a focus on home decor and lifestyle accessories. We wanted to identify what we thought set us apart from other print on demand brands and other art brands: incredible curation and a unique product assortment.

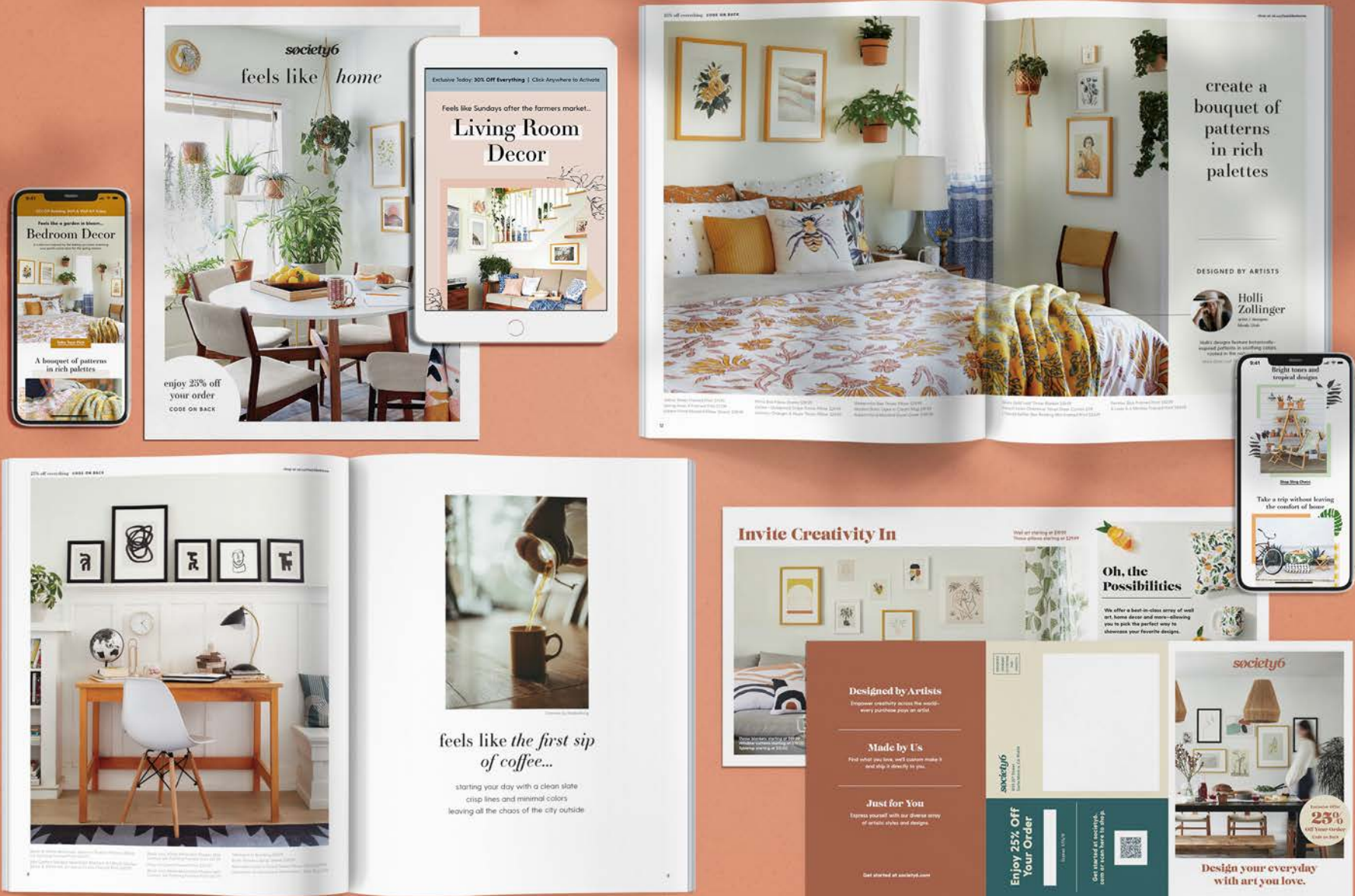
Spring 2019



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Spring 2020





We learned that our customer base was older than we thought, so we transitioned from a younger, more offbeat aesthetic to one that was simpler, more elevated, and provided a more neutral frame to show off our artists' work. We shifted our focus from edgy apparel and smaller items like stickers and art prints to home decor and framed art. We established new brand pillars to guide everything we did—accessible, aspirational, authentic—and we saw a big jump in AOV and overall business growth in 2020.

2020 was a rough year for basically everyone, and we had to make up a lot as we went along. While the spring catalog had been shot before the pandemic, our Back to School (what even was going "back to school"?) was a mix of collage using existing photography and sourcing content from influencers.



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BRAND EVOLUTION

As we continued to evolve the aesthetic, we delved into what that looked like for special campaigns like Back to School and Holiday with input from visual and product trends.

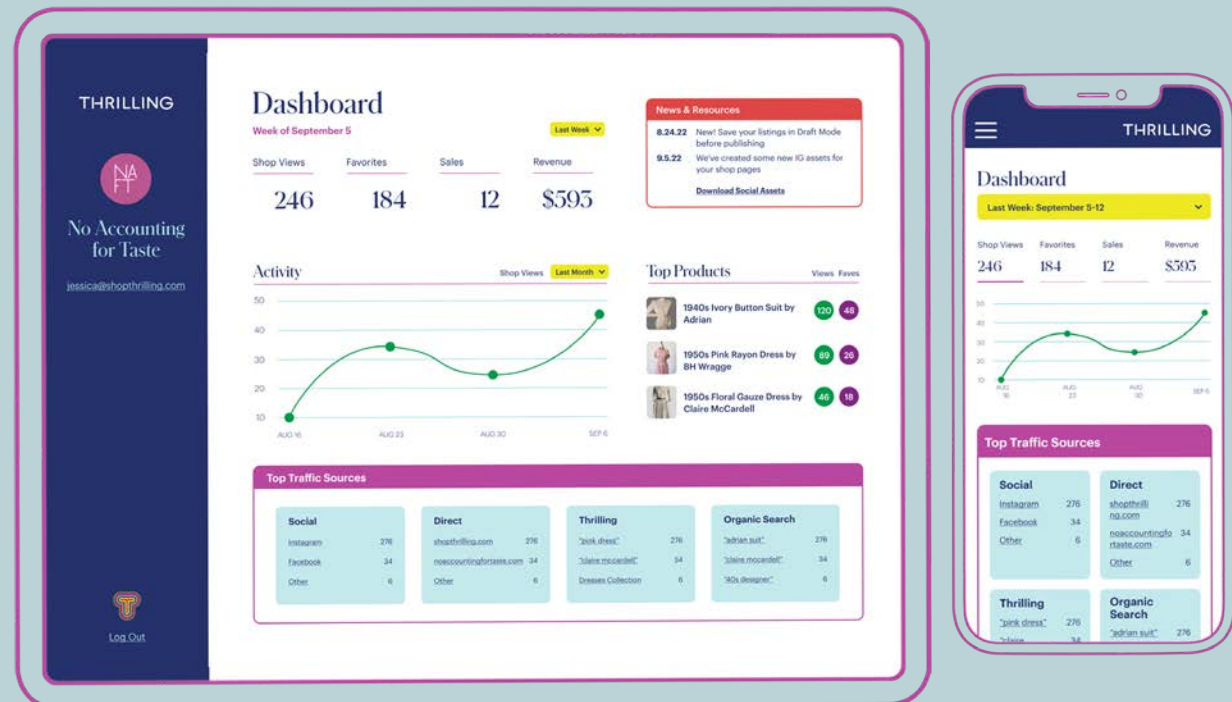


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UI/UX + ART DIRECTION: THRILLING

In 2022 I returned to Product Design for Thrilling, a secondhand marketplace with a very small team and no in-house creative staff. As UX Designer, I worked closely with the Engineering team and the Product Manager to improve the experience for both shoppers and sellers. My main priority on the product side was to develop tools for sellers that would help them manage their business and make adding items to their shop easier and more fun.

I also acted as an ad hoc Art Director, creating brand guidelines and redesigning their visuals for social media, mailers, gift cards, and in-person events.





9:41

About THRILLING



OUR COMMUNITY

New items and stores are added daily, so check often and subscribe to our mailing list to get the newest drops and promotions straight to your inbox.

For answers to your most asked questions, please review our FAQ page. Thank you so much for joining with us. Our mission is to keep us going.

WHO WE ARE

THRILLING is the premier online marketplace for authentic, high-quality vintage and secondhand luxury items from the best boutiques across the United States.

OUR VALUES

Sustainability is also at the core of our mission as we are dedicated to reducing the harm to the earth. Vintage is the most environmentally friendly way to shop!

WE ARE

Support hundreds of small businesses by connecting with a loyal audience of vintage enthusiasts worldwide. Every item is sold and shipped with care directly from the boutique itself.



9:41



OUR VALUES

As a Black and Asian woman-owned business, celebrating diversity is critical to us; the majority of our shops are women and/or BIPOC-owned. THRILLING also offers extended sizing from XS-4XL+

BRAND STRATEGY GUIDE



Our Purpose

We bring the thrill of vintage discovery to everyone.



We want to be the first thing people think of when they think about vintage, but also when they consider how they want to present themselves to the world. Through quality secondhand clothing, accessories and housewares, we deepen people's connection to their own creativity and like-minded community members. We help ignite a spark of awareness that leads to enthusiasm for making mindful, joyful choices that help their community and the planet.

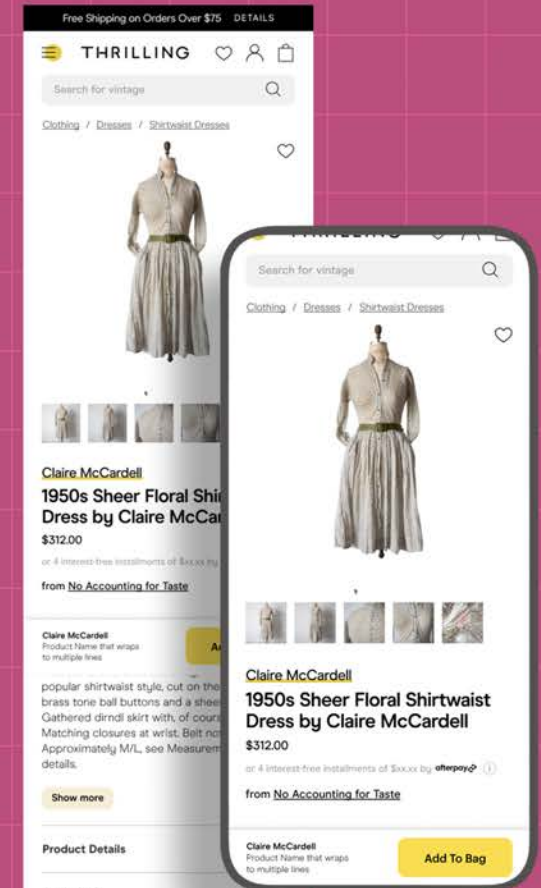
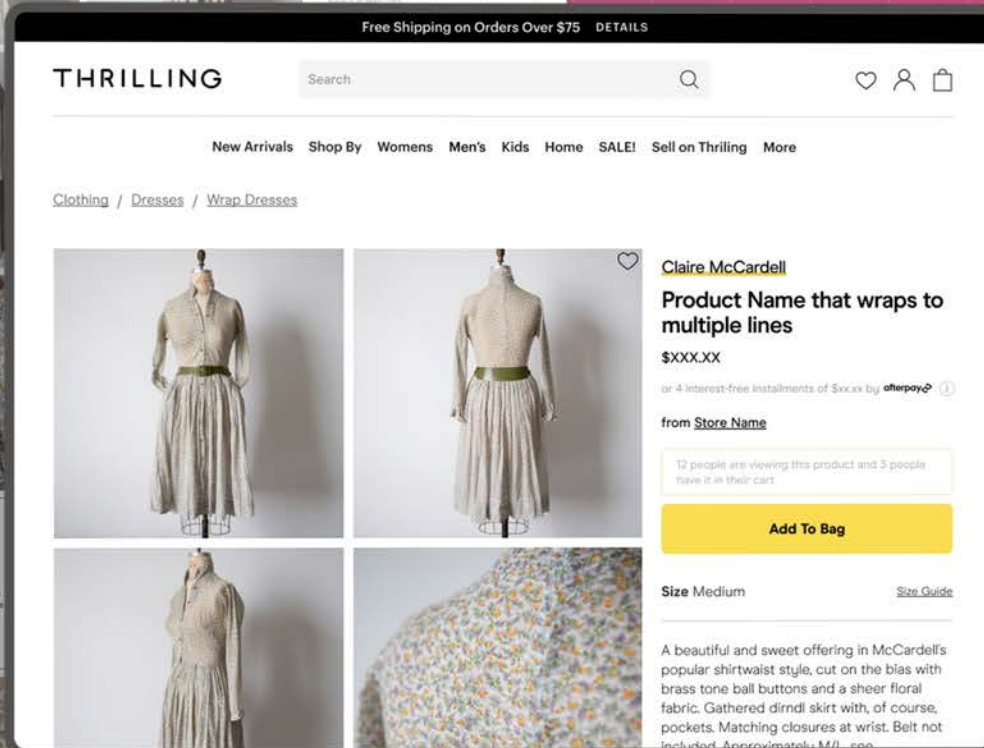
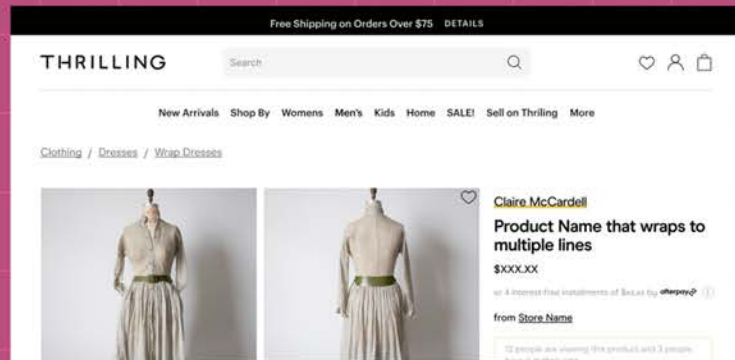
Our Role

We connect vintage explorers, enthusiasts and sellers by providing fun and easy-to-use tools that empower users to showcase and find the best vintage out there.



We are experts who love vintage and can provide curation and guidance that's tailored to the vintage market specifically. We introduce newcomers to finding their style, we help enthusiasts find exactly what they're looking for, and we help sellers make a living doing what they love. Our character identifies as a chic but friendly and helpful tastemaker who wants to bring others into the fold, an expert who loves sharing the knowledge and joy that comes from finding that perfect piece.

PDP REDESIGN



VALUES

Curiosity

I ask a lot of questions. I'm curious about process, about reasoning, about goals, about use cases, about biases and experiences. I have yet to encounter a situation that couldn't be improved through curiosity.

Creativity

I find tremendous value in using creativity to create beautiful solutions to problems big or small. Using creativity to design systems that improve people's lives is my primary goal.

Empathy

Listening to and understanding different perspectives and needs is an essential part of designing anything that other people will see, hear, use, read, touch or experience in any way.

EXPERIENCE

Thrilling

Los Angeles, California
Art Director / UX Designer
June 2022 - Decembet 2022

Design and refine sitewide experiences for both customers and sellers from a mobile-first, user-centered perspective, working closely with Product Manager and engineering team in Figma • Create brand guidelines for UI and Marketing • Design all signage and collateral for vintage events • Update overall look and feel for brand social and seller marketing assets

Society6

Santa Monica, California
Art Director
2018-April 2022

Create evergreen and seasonal visual directions to establish visual guidelines for email, social and direct mail marketing • Organize and direct product and lifestyle photoshoots • Direct Graphic Designer in creating all marketing assets, including on-site, email, print, packaging and experiential

Society6

Santa Monica, California
Senior Product Designer
2015-2018

Work with the Product Managers and Director of Product to create sitewide UI patterns and iOS app designs • Iterate with Engineering teams to improve on-site experiences • Design user flows and experiences informed by qualitative and quantitative data

TOMS

Los Angeles, California
Senior Designer
2010-2014

Work with copywriters, art directors and creative directors to design on-brand social, email and on-site marketing assets • Design landing pages for email and paid campaigns • Work with Product/UI and Giving teams to create and maintain microsites to convey complicated, in-depth information

IN SUMMARY

As you might imagine, this is just a small fraction of the projects I've been able to lead or be a part of over the last few years, and it represents a small slice of my interests. If there's something else you'd like to see or talk about, get in touch—I'm always looking to build new skills, and I can't wait to find the next opportunity to make a difference.

Thank you!