

# Troy Parke

Interactive Design Director

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## Abilities

Translate creativity into compelling and usable multimedia experiences.  
Integrate business goals, information architecture, and user-centered interactive design.  
Communicate clearly in writing, verbally and through presentation.  
Direct production to ensure projects are viable and successful.

## Experience

**Design Director** (Mar 2008 – Present)

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.
- Manage design team and lead designers throughout all project cycles.
- Develop accurate estimates for bids, proposals and projects.

**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.
- Concept and design UI for flagship RealPlayer and web application product.
- Generate designs and prototypes for executive decision-making and testing.
- Improve brand and user experience by collaborating with multi-disciplinary team.

**Senior Designer | Interactive Designer** (Jul 1999 – Jun 2003)

Smashing Ideas, Inc. | [www.smashingideas.com](http://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, Whiteboard, Mac, PC, Adobe CS, Flash, Dreamweaver, Photoshop, HTML, CSS, XML, InDesign, MS Office and Illustrator.

## Education

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 seminar 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; Illustrator/Artist.