

SARAI PARKS

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EDUCATION

UNIVERSITY OF CINCINNATI

Bachelor of Science

Major in **Industrial Design**, Minor in **Psychology**

Cumulative GPA: 3.82; Dean's List 2023-2026

Cincinnati, OH

Expected April 2028

FISHERS HIGH SCHOOL

Academic Honors Diploma

Cumulative GPA: 3.98

Fishers, IN

Aug 2019 – June 2023

PROFESSIONAL EXPERIENCE

FORCE FACTOR

Boston, MA

Product Innovation Intern / Marketing

May 2026 – Aug 2026

- Led research initiatives spanning category deep-dives, global market analyses across 5+ countries, and cross-retailer competitive audits, translating consumer needs and emerging opportunities into recommendations that guided product innovation.
- Built a consumer sentiment tracker leveraging Claude Code and Playwright to streamline Amazon review collection, analyzing 400+ SKUs and thousands of reviews to identify user needs, product strengths, pain points, and improvement opportunities.
- Ran product sampling sessions, gathering qualitative user feedback to assess iterations and inform product development.

FORCE FACTOR

Boston, MA

TikTok Shop Strategy Intern

Sep 2025 – Dec 2025

- Analyzed TikTok Shop performance, content trends, competitor product detail pages, and user-facing language and visuals to identify opportunities and guide creative strategy.
- Managed TikTok Shop operations, content compliance, and affiliate campaigns while collaborating cross-functionally to support execution and sales performance.
- Engaged with creators at affiliate events to gather insights, understand their needs, and drive affiliate program interest.

LIFETIME PRODUCTS

Clearfield, UT

Design Research Intern

Jan 2025 – May 2025

- Translated market, competitor, and field research insights into actionable design recommendations, informing product direction across tables and chairs, play systems, lawn and garden, and service design.
- Conducted usability tests, A/B tests, and user interviews to evaluate behavior, validate design assumptions, and uncover opportunities to improve the product experience.
- Presented research findings to cross-functional teams across engineering, marketing, and sales to align on product direction.

GAUSS MANAGEMENT RESEARCH & ENGINEERING

Fishers, IN

Industrial Design Intern

Jun 2024 – Aug 2024

- Designed and built a functional airborne radio battery tester, assembling and wiring prototypes for customer delivery while ensuring quality and performance standards were met.
- Modeled components for an electromagnetic shield splitter, contributing to the larger assembly alongside engineering.
- Developed a pricing workbook for upcoming customer products following specialized training in cost elements.

SKILLS

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Fusion 360, KeyShot, Miro, Procreate, Canva, Figma, Vizcom AI, Claude AI & Claude Code, Numerator, Stackline, Google Trends, Jungle Scout, Vendor Central, Microsoft Office, Google Workspace

Design: Concept Ideation, Sketching, Rapid Prototyping, Wireframing, Storyboarding, CAD Modeling, Rendering, Photography

Research & Analytics: User Interviews, Usability Testing, Field Research, A/B Testing, Competitive Analysis

ADDITIONAL

- Marshalls Front End Associate (2022-2024) | Folds of Honor Scholarship | Volunteer Service 50+ Hours (2019-Present) | Mentors and Muses (2024) | Transitions Scholar (2023-2024) | The Black DAAP Collective (2023)