



## DESIGN SKILLS

Wireframes  
Prototyping  
Storyboards  
User flows  
Experience Mapping  
Information Architecture  
Responsive Design

Collaborative Design  
Developer Coordination

Analytics Review  
UX Strategy

Competitive Research  
Stakeholder Interviews

## USER EXPERIENCE DESIGN & DIRECTION

Comprehensive understanding of software, web & mobile development life cycles. Hands-on experience with all stages of a user-centered design process from concepting, interaction design, and visual design to prototyping and production. **Ready to fight for the right design decision** on behalf of the team, and prepared to meet corporate goals. Meticulous and can spot a typo at 100 yards. Excellent communicator. ♦

### UX Consultant

Lightserve Corporation, *San Francisco Bay Area*      Sep 2019 - Present

Collaborate with founder to scope requirements for redesign of fintech virtual data room product's post-paywall pages and overall user experience. Design and produce deliverables to improve site functionality and increase customer satisfaction.

### Senior Manager of User Experience

Apollo Health Technologies, *Burlingame, CA*      Jan 2016 - Aug 2018  
*(a division of Fanfare Entertainment)*

Worked on development of the ReCode platform for Alzheimer's patients and practitioners. Projects included the design of a personalized patient report, mobile app, and online backend support module for practitioners.

Participated in research and planning of product from concept to launch with physician developer of the revolutionary protocol, backend software architect, frontend engineer, visual designer, and project manager. This small team worked cohesively and effectively to launch a full stack of products.

### Senior Designer of User Experience

Fanfare Entertainment, *Burlingame, CA*      Apr 2011 - Aug 2018

Responsible for delivering the full stack of user experience design deliverables for mobile apps and consumer retail site. Work with management team and engineers to deliver distinctive user-centered solutions through an iterative design process. Design user experiences that balance user task execution with technical capabilities and timelines. Bring a singular focus on the end users, their tasks and goals.

## EDUCATION

San Francisco  
State University

Mobile UX/UI  
Design Certificate  
2014

San Jose  
State University  
B.S. Photojournalism  
Minor, Spanish  
1993

## DESIGN SOFTWARE PROFICIENCIES

Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Sketch

## EXPERIENCE WITH

Agile & Scrum  
HTML & CSS  
GitHub  
Apple HCI  
Wordpress  
Bootstrap

## User Experience & Design Consultant

*San Francisco Bay Area*

Jun 2006 - Mar 2011

User interface designer, web designer, and product designer. Projects included Facebook game/app design with Agile development, retail website design, information architecture and user interface, website architecture, design management, feature design.

## Senior Manager, User Experience

Respond.com, *Palo Alto, CA*

Jun 1999 - Jun 2002

Designed consumer and business features for RFQ web app. Identified and designed features by establishing requirements through work flow tasks, conceptual walk-throughs, prototypes, and completion of design specifications. Worked closely with visual designers, quality assurance, project management and engineering. Established user experience throughout product life cycle. Authored html production guidelines and design specifications. (*Company was acquired by a competitor in 2002*).

## Director of User Experience

Pogo.com/Electronic Arts, *San Francisco, CA*

Mar 1998 - Jun 1999

Managed six-person design team of graphic artists, production artists and user interface designers. Managed team responsible for design across the company including user interface, function, graphic design, architecture, documentation and marketing.

## Manager of User Interface Design

Total Entertainment Network, *San Francisco, CA* Nov 1996 - Mar 1998

Redesign upgrade of an online entertainment network. Developed and implemented new features. Daily interaction with Engineering to design and implement features and functionality, and enhance the user experience. Responsible for authoring user interface design specs for various features and the product as a whole. Developed essential, effective relationships with all other departments, including Support, Editorial, Executive, Finance, Marketing, Game Producers, and QA.

## Designer

Catapult Entertainment, *Cupertino, CA*

Apr 1995 - Oct 1996

Responsible for designing and producing advertising and marketing materials for interactive game company. Multi-tasking and working under tight deadline was essential. Developed and managed corporate site working closely with backend engineers to ensure usability and product cohesiveness. Created, as part of a three-person team, the online presence and user interface for XBAND PC, an application for a video game network for interactive gameplay. Also wrote and developed content creating a community to complete the user experience.  
*Catapult documentary <http://bit.ly/patti-catapult>*