



DESIGN SKILLS

Wireframes
Prototyping
Storyboards
User flows
Experience Mapping
Information Architecture

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.

Senior Manager of User Experience

Apollo Health Technologies, *Burlingame, CA* Jan 2016 - Aug 2018

Worked on development of the ReCode platform for Alzheimer's patients and practitioners. Projects included the design of a personalized patient report, mobile application, 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 produce a full stack of products to serve as the basis for launching the platform.

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.

User Experience & Design Consultant

Independent Professional, *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.

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

Senior Manager, User Experience

Respond.com, Palo Alto, CA

Jun 1999 - Jun 2002

Designed consumer and business features for request-for-quote web application. Identified and produced features by establishing requirements through work flow tasks, conceptual walk-throughs, prototypes, and completion of design specifications. Worked closely with html production, 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 (front-end, back-end and database) 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 Customer Support, Editorial, Executive, Finance, Marketing, Game Producers, and Quality Assurance.

Designer

Catapult Entertainment, Cupertino, CA

Apr 1995 - Oct 1996

Responsible for designing and producing corporate advertising, marketing and public relations materials for interactive game company. Multi-tasking and working under tight deadline was essential. Developed and managed relationships with outside vendors. Developed and maintained corporate web site, working closely with engineers supporting the back-end 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>