

Susan Patrick

PROFESSIONAL SUMMARY

With nearly 20 years of expertise in crafting exceptional user experiences across desktop applications, tablet, and mobile platforms, I'm an adept and natural collaborator. My strength lies in delivering designs driven by deep user insights, complemented by strong conceptual thinking and a commitment to integrating input from team members, stakeholders, and most importantly, actual end users. I excel at reducing complexity by eliminating extraneous features and consistently delivering design iterations driven by user feedback, coupled with business objectives. My overarching goal is to craft interfaces that integrate users and technology seamlessly, ensuring a consistent and exceptional user experience.

PROFESSIONAL STRENGTHS

- **Innovative Design:** Proven track record of pioneering UX redesigns, sunsetting features, integrating AI chatbots, and leading design iterations across diverse teams and projects.
- **Research-Driven:** Comprehensive experience in gathering qualitative and quantitative data, drawing conclusions, and presenting to stakeholders. Years of experience in usability testing, both in-person and remote, ensuring designs are rooted in user feedback and behaviors.
- **Technical Acumen:** Proficiency in Figma, InVision, Axure, Adobe Creative Suite, Visio, Pendo, and HTML/CSS.

DEVICE PLATFORMS

- **Desktop:** Expert in crafting intuitive interfaces for enterprise applications.
- **Tablet:** Experienced in creating fluid, responsive designs for larger touch interfaces.
- **Phone:** Proficient in designing for both native and cross-platform experiences on iOS and Android.

EXPERIENCE HIGHLIGHTS

Aprimo, Chicago, IL (Remote)

Senior UX Designer, Dec 2020 - Present

- Embedded with 6 product teams working in a fast-paced Agile environment.
- Advanced product design through deep analytics with Pendo.
- Championing AI projects, including design integrations for AI-driven features.
- Creation of intricate user journey maps.

Radial (formerly eBay Enterprise), West Palm Beach, FL (Remote)

Lead User Experience Designer, May 2012 - March 2020

- Agile sprints for a 12-member team.

- Architected a transformative solution for an iOS pick, pack, and ship application for eBay.
- Co-lead daily stand-up sessions for a team of 12 developers and testers, conducting three-week sprints in an agile environment.
- Led UX centered redesigns and re-platforming efforts for several business-critical desktop applications.
- Cross-trained on and fulfilled various responsibilities including graphic designer, CSS expert, requirements writer/business analyst, and UX product owner as needed.
- Created prototypes, wireframes, usability scripts, journey maps, and conducted smoke testing and Visual QA to prioritize defects.
- Contributed to user documentation, pattern library, style guides and persona profiles.
- Developed a solution to improve iOS pick, pack and ship application, end-to-end including:
 - Gathering requirements through interviewing stakeholders, managers and users
 - Sketching out the workflow using the existing application as a guide
 - Creating mockups, writing test plans, and facilitating usability testing at several client locations
 - Delivering findings to stakeholders and getting buy-in
 - Prioritizing new features and writing user stories to support the changes

First State Bank of the Florida Keys, Key West, FL

Website Manager - Marketing Department, Aug 2010 - May 2012

- Amplified online visibility through strategic SEO initiatives for keysbank.com.
- Website design and development

American Modern Insurance Group, Amelia, OH

UX Researcher & Usability Analyst, Jan 2005 - May 2010

- Spearheaded a comprehensive range of usability testing sessions, both in-person and remote, cataloging a thorough understanding of user behaviors and preferences.
- Guided other UX activities from A/B tests, card sorting, round tables, to in-depth formal evaluations.

EDUCATION & CERTIFICATIONS

- **UX Certification -Interaction Design Specialty** (NN/g)
- **Certified Usability Analyst:** (HFI)
- **Product Management Basics, Product Analytics Certification:** (Pendo)
- **AA in English/Computer Science:** (University of Cincinnati)