

PATRICK NOLAN

512.619.4591 | patrick@ACTIVThrust.com

LinkedIn: www.linkedin.com/in/patrick-nolan-austin

Portfolio www.activthrust.com

Creative | Design | UX Director with award-winning agency pedigree.

Professional Experience:

Worldpay

May 2017 - June 2018

Senior UX Design Team Lead in Austin

- Hired to lead and scale the Austin Worldpay User Experience Design Team
- Responsible for hiring and growing new product UX teams in Austin and Atlanta
- Developed understanding of Atlanta Rapid Product Innovation & Delivery (RPID) method
- Developed understanding of *Jobs to be Done to discover* through, research, design, KPI's, technology and strategy exactly what the User is "hiring the product to do".
- Accelerated product owner, development and architect partnerships through orientation sessions
- Connected with CX, UX, Marketing and Product to share data, knowledge and resources
- Informed the Atlanta-based UX Director through weekly updates and one on one planning sessions
- Installed new User Testing Research applications working with team
- Engaged with Product, Engineering and Development teams in parallel sprint backlog planning, grooming and reviews
- Increased company-wide product transparency at Sprint Reviews and Sessions
- Documentation of UX Design Research, Interaction Design, UI Library for Product Team
- Increased Discovery by analyzing and updating Journey, Personas and Prototypes
- Implemented UserTesting.com online accounts with UX Director and setting protocols for team
- Increased testing on hypotheses writing prompts for qualitative and quantitative research tools
- Liaison to Atlanta Innovation & Design team. Hired for both offices
- Guided regular weekly Innovation & Design status updates in two offices
- Managed team of two UX staff and one UI Developer in Austin
- Coordinated, designed and built online Style Guides for applications
- Ensured content strategy fit the Customer/User Journey
- Consulted on technology stack and methodology for teams to implement UI
- Captured ideas with product owners and users to improve software functions for users
- Increased weekly user testing and shortened turnaround for UX/UI in reports
- Identified areas of opportunity for User Experience teams to test and iterate on applications
- Supervised end to end product creative vision for the user experience on the flagship Virtual Terminal and Virtual Terminal Plus products pre and post-merger with Vantiv

Patrick Nolan Creative, LLC

2007 - 2017

Owner, Creative Leader

Multidiscipline Design Solutions Consultant. Conceptual, User Centric, Design and Delivery

Dell Financial Services

2015 - 2017

User Experience Design Lead (Engineer)

- Facilitated positive global team partnerships in User Experience, Technical and Business leads
- Advocated for enterprise IT lease users through discovery, process flows, wireframes and prototypes
- Conducted interviews with stakeholders, developers and business team
- Analyzed Requirements and Flows and created wireframe solutions
- United business and development team by interpreting needs and capabilities
- Informed global teams on current design interaction library options
- Proposed new functionality to design library governance team

A3 Online

2014 - 2015

Experience Design Director

- Guided user experience design on B2B websites
- Developed consumer copy for tech products
- Directly worked with clients to assess project strategy & creative needs
- Developed UI, design, headlines and assisted on strategy as needed

Dell.com Global Content

2014 - 2014

Public Large Enterprise and SMB, Team UX Lead Designer

- Iterated on Dell.com with stakeholders to improve user journeys and speed purchases
- Reduced page count 17:1 by information structure through design pattern alignment
- Delivered CMS and Design Pattern brand compliant mockups
- Briefed leadership through weekly reviews for transparency

Dell Healthcare IT Microsite

2011 - 2013

Director: Full Service End-to-End Creative

- Discovered key product needs and communication requirements
- Developed healthcare IT architecture, flows, prototypes, presentations
- Scoped and budgeted projects, timelines, reviews and vendor sources
- Hands on creation of hi-fi mockups and healthcare copy
- Creative and technical direction
- Developed analytics schema to mesh with Dell's marketing systems
- Saved Dell over \$250,000

<p>AdPeople Senior Art Director - Global Product Launch</p> <ul style="list-style-type: none"> ● Creation of global scale marketing creative for Dell campaigns ● Mobile product concepts ● Complete global creative direction concepts for photography, guides choosing fashion, set design, photoshoot art direction, digital and print using cultural insights 	2012 - 2013
<p>frog design Visual Designer Disney World Personal Experience Portal</p> <ul style="list-style-type: none"> ● Contributed designs for participatory research, mood boards, flows, and more ● Part of the integration of global Reservation and Ride Management systems ● Envisioned experience-based selection tools to create an Imagineered application ● Designed a mobile guide to integrate online choices in a mobile guide platform 	2010 - 2011
<p>Blue Interactive, Singapore Creative Director WPP Global</p> <ul style="list-style-type: none"> ● Brainstormed ideas with CD in Singapore to teach WPP employees SEO concepts ● Designed and illustrated characters that were animated by motion artists ● Wrote copy for the character script working with the Global Creative Director 	2010 - 2011
<p>Appiction Visual Designer, ShockTrainer Application</p> <ul style="list-style-type: none"> ● Mobile device design for iPhone ● Visual design of UI delivered as hi fidelity prototypes ● Illustrations used in the application 	2010 - 2010
<p>Simply Interactive CD, American Heart, Glaxo Smith Kline, DaVita</p> <ul style="list-style-type: none"> ● Concepted mobile and web designs for clients ● Built consensus for direction through mood boards and live presentations 	2010 - 2010
<p>Phelps Group - CD, Panasonic Hospitality campaign</p> <ul style="list-style-type: none"> ● Consulted in Los Angeles agency again for their campaign and client presentation 	2010 - 2010

The Nobility Project Web Designer AD/IA/Designer for .org and .ed websites	2007 - 2009
<ul style="list-style-type: none"> ● Website design and film promotion and fundraising application ● Supported some pro bono efforts to build in charity fundraising tools 	
WPP Digital Art Director: First Dell global integrated campaign	2008
<ul style="list-style-type: none"> ● Joined a large team to create Dell's first global scale campaign ● Designed a mobile app experience to provide instant access to Dell technology 	
McCann-Erickson Art Director GiantEagle Pitch (Pittsburgh, PA)	June 2008
<ul style="list-style-type: none"> ● Joined Mc-E creative team remotely to provide visual design pitch concepts 	
Phelps Group CD, Tahiti Tourism Pitch (Santa Monica, CA)	April 2008
<ul style="list-style-type: none"> ● Led a Los Angeles agency creative pitch against Wong Doody ● Worked with cross-functional teams to develop integrated campaign ● Beat out WongDoody, one of America's most decorated creative agencies ● Successfully defended 16 year account for agency 	
GSD&M Freelance ACD Designer Air Force mobile project design	March 2008
<ul style="list-style-type: none"> ● Freelance assignment to design a mobile experiential vehicle design 	
GSD&M	1995 - 2007
<ul style="list-style-type: none"> ● Associate Creative Director - Integrated CD Strategic and Hands On Digital lead to clients, C-Suite, Peers and Producers 	2006 - 2007
<ul style="list-style-type: none"> ● Senior Designer/AD Lead Digital Creative Evangelist 	2000 - 2005
<ul style="list-style-type: none"> ● Senior Designer Traditional and Digital Design 	1999 - 2000
<ul style="list-style-type: none"> ● Designer Award-winning design of logos and more 	1997 - 1999
<ul style="list-style-type: none"> ● Studio Group Head Pitch & campaign Studio team management (20+) 	1995 - 1997

EDUCATION

University of Texas, Austin B.S. Advertising Art Direction 1992
Illustrator - University of Texas *Daily Texan*

San Antonio College Associate Applied Science in Advertising 1986
Advertising Manager - *Ranger Newspaper*

RECOGNITION

NY Art Directors Club, Communication Arts Annual, Print, Graphis, Austin Addy's Interactive Best In Show, Addy Awards, Texas Interactive Media Awards

ACCOUNTS SERVICED

U.S. Air Force	McCann-Erickson	Southwest Airlines
BMW	MGM Mirage	Tahiti Tourism
Brinker	Norwegian Cruise Lines	Texas Tourism
Charles Schwab	On The Border	The Steel Alliance
Chili's	Panasonic	The Ad Council
Clinton Foundation	Pearle Vision	United Health Group
DreamWorks	Pennzoil	Walmart
Fannie Mae	Pebble Beach	Walt Disney World
LBJ Foundation	PGA	World Market
Lennox	Princess Cruises	Worldpay
Macaroni Grill	SBC/AT&T	WPP
Mastercard	Sea World	

SOFT SKILLS

Leadership	Resolve issues	Proficient
Nationally Awarded	Intuitive	Sensitivity
Relationship Builder	Innovative	Budget conscious
Active Listener	Competitive	Entrepreneurial
Optimistic	Communication Skills	Strategic
Consistent	Integrity	Grit
Strong Empathy	Coaching	Mentor
Curiosity	Team Builder	End to End
Best Practices	Collaborator	
Critical Thinking Skills	Patient	

HARD SKILLS

Enterprise/global	Strategic Direction	UI design
Strategic	Prototyping	Design artifacts
Information Architecture	User Research	Design Language
Digital Experience	Presentations	Pattern Libraries
Design Thinking	Product management	Brand Style Guides
Journey Mapping	UX design	Content Copywriting
Conceptual Creative Direction	Analysis	UX Copywriting

UI Specifications
Blue sky creative thinking

Management
Staff Growth

SOFTWARE

Adobe Creative Cloud, Axure RP, Adobe XD, Sketch, HTML, CSS, Bootstrap, Google or Microsoft Office, Jira, SaaS apps, GitHub, Continuous Upskilling, Trend awareness

REFERENCES

Joe Kleinwaechter - VP Innovation & Design
404-514-0646

Sharon Carter - UX Director
770-315-0049

Daniel Russ, Creative Director Design
702-557-9975

Joe Phelps, Creative Coach,
The Phelps Group (see my LinkedIn)