

PATRICK NOLAN

UX Lead/UI Design Director

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Agile. Brand Experienced. UX Driven.

Proven. Charisma. Enthusiasm. Empath. Flexible. Curious. Imaginative. Idealistic. Logical.

RESEARCH

User interviews
Synthesizing research
Presenting research
Usability testing
Analytics
Competitor analysis
Personas

EXPERIENCE DESIGN

Sketching
User flows
Wireframes
Design Patterns
Prototypes
Design workshops

PRODUCT STRATEGY

Problem definitions
Product vision
Storyboarding
Feature prioritization
Choreograph stakeholders

VISUAL DESIGN

Interface design
Grid systems
Typography
Color
Illustration & iconography
Style guides

CONTENT STRATEGY

Information architecture
Navigation
Content hierarchy
Content inventories
Content audits
Voice and tone guidelines

FRONT END DEV

Components & templates
Prototypes
Style guides
Performance optimization
A/B testing
Implementation

Experience:

5/2017 - 6/2018

Worldpay - Senior UX Design Team Lead in Austin RPID Agile Process Rapid Product Innovation & Delivery

- Facilitated high level UX team discussions
- Created company-wide product prototype presentation demos
- Reported UX research and artifacts to product leadership
- Directed teams to seek additional Discovery validation
- Ensured that Discovery was part of product journey modifications
- Managed team of two UX staff and one UI in Austin
- Guided regular weekly Innovation & Design status updates in two offices
- Liaison to Atlanta Innovation & Design team. Hired for both offices
- Took responsibility for existing and iterative prototype testing
- Coordinated and built online Style Guides for applications
- Recommended technology and methodology for teams
- Captured ideas with product owners to improve software functions for users
- Increased weekly user testing and shortened turnaround for UX/UI in reports
- Identified areas of opportunity for UX to test and iterate on applications

2007- 2017

Patrick Nolan Creative, LLC *Activthrust* Multidiscipline Design Solutions

2016 - 2017	Dell Financial Services	UX Lead Engineer & Designer
2014 - 2015	A3 Online	Experience Design Director
2014 - 2014	Dell.com Global Content	Enterprise and SMB, Team UX Lead Designer
2011 - 2013	Dell Healthcare IT Microsite	Turnkey end-to-end experience
2012 - 2013	AdPeople	Senior Art Director - Global Product Launch
2010 - 2011	frog design - Visual Designer	Disney World Personal Experience Portal
2010 - 2011	Blue Interactive, Singapore	Creative Director WPP Global
2010 - 2010	Appiction - Visual Designer	iPhone/iPad app design
2010 - 2010	Simply Interactive - CD	American Heart, Glaxo Smith Kline, DaVita
2010 - 2010	Phelps Group - CD	Panasonic Hospitality campaign
2007 - 2009	The Nobevity Project - Designer	AD/IA/Designer for org and ed websites
2008	WPP - Digital Art Director:	First Dell global integrated campaign
2008	McCann-Erickson - Art Director	GiantEagle Pitch (Pittsburgh, PA)
2008	Phelps Group - CD	Tahiti Tourism Pitch (Santa Monica,CA)
2008	GSD&M - ACD Designer	Air Force mobile project design

1995-2007

GSD&M, Austin

2005 - 2007	ACD - Integrated CD	ACD lead to clients, C-Suite, Peers and Producers
2000 - 2005	Senior Designer/AD	Lead Digital Creative Evangelist
1999 - 2000	Senior Designer	Traditional and Digital Design
1997 - 1999	Designer	Award-winning design of logos and more
1995 - 1997	Studio Group Head	Pitch & campaign Studio team management (20+)

Education:

1992	University of Texas, Austin	B.S. Advertising Art Direction concentration Illustrator - University of Texas <i>DailyTexan</i>
1986	San Antonio College	Associate Applied Science in Advertising, Advertising Manager - <i>Ranger Newspaper</i>

Recognition:

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

Accounts:

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

Software Adobe Creative Cloud, Axure RP, Adobe XD, Sketch, HTML, CSS, Bootstrap, Google or Microsoft Office, Jira, SaaS apps, perpetual lifelong learner, GitHub