

patty ni



Contact

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patty-ni.com

Skills

Proficient

Adobe CC
Branding
Graphic Design
Illustration
InVision
Photography
Principle
Proto.io
Qualitative Research Methods
Sketch
Storyboarding
Videography
Visual Design

Intermediate

Copywriting
HTML5 / CSS3

Learning

Javascript

Education

Cleveland Institute of Art
B.F.A. in Biomedical Art
2008 - 2012

Experience

Trunk Club, a Nordstrom Company

Product Designer, May 2017 - Present, Chicago, IL

- Led research, wireframing, prototyping, testing, and design of an internal appointment scheduling platform from the ground up, resulting in an annual cost savings of \$36,000. Partnered with engineering to translate design requirements into code. Partnered with product management and business stakeholders to continue evolving the product post-launch.
- Sole designer responsible for all product design deliverables for a core engineering track allocated to Trunk Club's proprietary stylist-facing Customer Relationship Management platform.
- Partnered with Creative and Marketing to establish visual brand guidelines across all Trunk Club internal and external products.
- Executed end-to-end qualitative research processes, including recruiting and screening participants, creating comprehensive research plans, session moderating and synthesis, hosting research read-out sessions to share findings, insights, and recommendations.

Solstice

User Experience Design Consultant, Mar 2015 - Apr 2017, Chicago, IL

- Take a client's vision from concept to completion and delivery; become their trusted advisor on the experience they provide their customers.
- Partnered with product management, user researchers, engineers, and QA to deliver best-in-class iOS experiences.
- Partnered with business stakeholders and designers to create a consistent design language and style guide across web and mobile experiences. Partnered with iOS engineers to create a sustainable design system with reusable components for efficient development.

Meet Alex • Jellyvision

Production Artist, Mar 2014 - Dec 2014, Chicago, IL

- Created visual and communicative deliverables to educate and inform ALEX's constituents while adhering to brand standards. Storyboard, animate, and edit videos for marketing purposes.
- Created, developed, and tested digital campaigns that drove awareness and marketing communications for ALEX and Jellyvision.

Case Western Reserve University

Interactive Developer, Aug 2012 - Feb 2014, Cleveland, OH

- Collaborate with Adobe to pilot a University-wide digital publication portal.
- Design, develop, and test new and creative solutions utilizing upcoming digital technology related to communication and engagement.