THAILAN PATTON

User Experience
Design Architect

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SKILLS

DESIGN
UX and UI Design, Conception and Ideation, Workflows, Lo-fi to Hi-fi Wireframing, Prototyping, Strategy and Design Ops, Agile, Universal/ADA Design, SEO, Compliance, Information Architecture, Google Design Sprints, Team building and Mentoring

SOFTWARE
Sketch, Axure, Abstract, XD + Adobe Creative Suite, InVision, Figma

DEVELOPMENT
CSS, HTML, JSON, Git, Vue.js, Postman, SwiftUI

PERSONAL
C.O.A.C.H. Certified, Creative thinking, Problem solving, Communication, Self starter, Motivated, Strong interpersonal relationships

INTERESTS
Cooking, Baking, Piano, Video games, Traveling

I am a highly motivated, optimistic designer that loves to empower people. I truly believe that a rising tide lifts all boats. My experience in hospitality fuses with my years in UX to create a dynamic mixture that helps me empathize with users and teammates in unique and creative ways.

EXPERIENCE

MUTAUL OF OMAHA INSURANCE CO // UX VISUAL DESIGN ARCHITECT - 2015 - Present

- Spearheaded an end-to-end design platform that prioritized reusability, consistency, and a process for rapid design and development

- Worked with UX Development Architect to create a home grown CMS which included: Designing user friendly UI to meet needs of content creators, ensured the system met complex business/compliance needs, developed flexible faceted content system, created rules for personalization engine utilizing user data

- Designed multiple marketing web pages and applications from concept to production using incremental design based on personas, customer journeys, usability tests, user/stakeholder interviews, analytics, A/B testing, and bolstering engagement with email tactics, marketing journeys, and remarketing strategies

- Created a scalable team building framework to stimulate creativity and foster empathy between UX disciplines while innovating on our core digital properties

- Solution Lead in a SAFe Agile enviornment for multiple teams concurrently to maintain a consistent design strategy across product segments

- Encourage talent and growth through mentoring and coaching to build a strong cross trained design organization

DOING BUSINESS AS, DBA // UX DESIGNER, CREATIVE LEAD, CO-OWNER - 2010 - 2015

- Designed, coded, and maintained business marketing website

- Developed creative "out-of-the-box" experiences for clients and brands

- Event planning and coordination, including building and managing small teams of service, maintenance and "cast" members

- Created print assets and collateral

EDUCATION

ACADEMY OF ART COLLEGE SAN FRANCISCO
Graphic Design, San Francisco, California