

Patrick Watertor

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Senior Web Designer

With over 15 years of experience in web design and development, I specialize in ADA compliance, user research, and usability testing. I have spearheaded the design and development of responsive websites and applications. My expertise lies in creating compelling interactive experiences, conducting testing, and delivering user-centered products.

WORK EXPERIENCE

Senior Web Designer

June 2021 - Present

VC3

- Design responsive websites, web applications, and marketing assets with a focus on ADA compliance and accessibility, adhering to established brand guidelines.
- Conduct accessibility testing, user research, usability testing, and analytics review to optimize engagement, communicating directly with clients via phone and virtual support.
- Delivered comprehensive website training sessions via Drupal CMS, achieving a 100% client satisfaction rating since 2021 by providing ongoing post-launch support.
- Create wireframes, prototypes, and user flows using Figma and other prototyping tools, supporting interactive design projects.

Interactive Developer (Web Designer & Developer)

September 2019 - November 2020

Two Rivers Marketing

- Designed and developed responsive landing pages and websites using Craft CMS, WordPress, and Drupal for B2B marketing, ensuring adherence to brand guidelines.
- Conducted QA testing, usability reviews, and performance optimization, including decreasing page speed index from 9.2s to 1.8s through strategic design choices.
- Built Digital Ads and email templates (Salesforce/Litmus), implemented tracking pixels, and assisted with marketing strategies, supporting performance marketing initiatives.

Creative & Technical Lead (Web/UX)

February 2017 - September 2019

Run to Me Foundation

- Developed WordPress websites using HTML, CSS, JavaScript, and PHP, applying principles of UI/UX design.
- Designed branding, wireframes, and information architecture to improve identity, user flows, and increase website traffic by 180% in the first 6 months.
- Created in-depth informational architecture for complex content, logistics, and user flows.

E-commerce Web Designer (Contract)

February 2016 - February 2017

Perfection Learning

- Designed and updated Magento product pages using HTML & CSS for consistent layouts and branding, ensuring adherence to brand guidelines.
- Conducted QA testing and user flow reviews to improve usability and product presentation, helping increase direct sales by 20% through optimized design.

Digital Marketing Platform Assistant (Web Production Designer) (Contract)

July 2014 -
September 2015

The Stelter Company

- Facilitated the creation of large-scale web content and streamlined workflows, ensuring brand integrity and significantly improving user experience across client websites.

- Led contractors and streamlined workflows by 60% through strategic implementation of process analysis, and enhanced content production efficiency, demonstrating strategic thinking.

Web & Digital Operations Manager
Accurate Auto Trim, Audio & Accessories

July 2006 – July 2014

- Optimized digital marketing assets and product visibility, driving a 34% boost in online sales and significantly improving customer engagement through targeted strategies.

CERTIFICATIONS

User Experience

September 2024

Accenture

Adobe InDesign

May 2012

Des Moines Area Community College

EDUCATION

Associate's Degree, Graphic Design and Visual Communications

Des Moines Area Community College

Des Moines, IA • September 2012 – May 2014

VOLUNTEERING & LEADERSHIP

Eden Church

September 2023 – Present

Website Manager

Des Moines, Iowa

Bash on the Farm

April 2015 – August 2017

Website Manager

Forest City, Iowa

SKILLS

Design Skills

- Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- AI Tools for Design and Prototyping
- Branding and Art Direction
- Responsive and Mobile-First Design
- UX/UI Design (including User Research, Usability Testing, and A/B Testing)
- Visual and Graphic Design (Typography, Color Theory, Composition, Layout)
- Wireframing and Prototyping Tools (Figma, Adobe XD)

Technical Skills

- ADA/WCAG Accessibility
- Content Management Systems (WordPress, Shopify, Drupal, Magento, Craft, Squarespace, Wix, Square, Ingeniux)
- Cross-Browser Compatibility
- Performance Optimization
- SEO Strategy
- Version Control (Git)
- Web Analytics (Google Analytics)
- Web Development and Coding (HTML5, CSS/SASS, JavaScript, PHP/Twig, ReactJS)

Professional Skills

- Agile Environments
- Client Training and Support
- Cross-Functional Collaboration and Communication
- Presenting and Pitching Designs
- Problem-Solving and Adaptability
- Project Management and Time Management