PATRICK WATERTOR

PATRICKWATERTOR.COM

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SUMMARY

Experienced designer with over 15 years of expertise in UX/UI design, website development, branding, and marketing. Skilled at utilizing analytics and feedback to drive design decisions. Proficient in developing, designing, and leading a team with a proven record of delivering solutions.

SKILLS

Wireframe & Prototype
Mockup Creation & User Flow
Usability Test
Product Design & Strategy
Information Architecture
ADA Compliance Test

DEVELOPMENT

HTML
SASS / CSS
JavaScript
PHP / Twig

TOOLS

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Visual Studio Code
Google Analytics
Google Search Console

EDUCATION
Graphic Design
Des Moines Area
Community College

CERTIFICATION
User Experience
Accenture

InDesign
Des Moines Area
Community College

EXPERIENCE

Senior Web Designer   Jun. 2021 to Present
VC3

- Designed and developed multiple projects from websites to applications by leveraging user research, analytics, and usability testing to find optimal solutions for clients.
- Led our team and multiple projects while supporting clients with rapid responses and tickets.

Front End Developer   Sep. 2019 to Nov. 2020
Two Rivers Marketing

- Collaborated and led the design process for industry titans while developing, designing, and performing quality assurance testing.
- Help track and manage client conversion rates, while assisting with HTML emails, templates, and the creation of marketing materials including online advertisements.

Creative Director / Web Designer & Developer   Feb. 2017 to Sep. 2019
Run to Me Foundation

- Led our team as creative director with hands-on design processes and development for non-profits, ranging from websites to branding, style guides, and design assets.
- Implemented and led usability testing and workflows for better user engagement.

Web Designer   Feb. 2016 to Feb. 2017
Perfection Learning | Contract

- Assisted with the creation of a large-scale e-commerce storefront.
- Helped conduct user testing, workflow implementations, and quality assurance while implementing fixes myself through custom development.

Web Designer   Jul. 2014 to Sep. 2015
The Stelter Company | Contract

- Conducted quality assurance on hundreds of websites including branding inconsistencies while originating solutions for streamlined workflows within our department.
- Trained multiple employees on processes and helped facilitate a culture of learning within our team.

Website Manager / Graphic & Web Designer   Jul. 2006 to Jul. 2014
Accurate Auto Trim, Audio & Accessories

- Increased sales and online presence through the development and creation of a company website.
- Helped increase foot traffic and sales through marketing materials while maintaining, monitoring, and updating online platforms.

Designer & Developer   May 2009 to Present
Freelance

VOLUNTEER

Website Designer & Front End Developer   2023 to Present
Eden Church

Website Designer & Front End Developer   2015 to 2017
Bash on the Farm Festival