

# Patricia Puno

Product Designer, Guild Leader, Forever Curious

## EXPERIENCE

### **Aptiv, UX Designer** — *Allen Park, MI*

April 2018 - June 2020 (2 years 3 months)

- Architect SaaS B2B design solutions for complex enterprise engineering applications in IoT mobility-centric and autonomous vehicle business models (Lyft partnership).
- Create end-to-end management experience of data transmission, collection, and analysis of vehicle hardware and software to drive better actionable engineering and business decisions.
- Conduct user-centered design and research methodologies including usability testing, user interviews, fieldwork, user personas, interaction flows, and metrics analysis to provide insights, better questions, and generate shared consensus for the next steps.
- Pioneered UX strategy in product development, business analysis, and other cross-functional teams, defining product suite and their value proposition.
- Collaborate and partner with creative, technical, development, and strategy teams both cross-functionally and externally to understand and execute design strategies and frameworks for end-user goals, target customers, stakeholders, and business objectives.

### **Backyard Brains, UX Designer & Front-end Developer** — *Ann Arbor, MI*

May 2016 - January 2018 (1 year 8 months)

- Optimize e-commerce website with user experience best practices and quantitative data from analytic tools as a guideline for design and development decisions.
- Monitor and manage activity for website optimization strategies using a variety of analytic tools (Hotjar, MOZ, Google Analytics,

## CONTACT

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## TOOLS

Figma  
Sketch  
Axure  
AdobeXD  
Invision  
UXPin  
Zeplin  
Illustrator  
Photoshop

## SKILLS

Concept development  
Contextual Inquiry  
Research & methodologies  
User-centered design  
Product thinking  
Product management  
Product strategy  
UX strategy  
User interface  
Interaction design  
Information architecture  
Microinteractions  
Rapid prototyping  
Front-end development  
(HTML5, CSS3)

## ACTIVITIES

Web Design & Development  
Organization, Founder &  
President, 2016-2017

Entrepreneurs Center at  
WCC, Pro-bono Web  
Consultant, 2016-PRESENT

and Mailchimp).

- Develop and execute A/B testing strategies that focus on increasing conversion rates by reducing ambiguity for users.
- Manage products, projects, and assets.
- Construct public relations assets and developed vendor relationships.

### **Ad Adapted, Front-end Developer — Ann Arbor, MI**

June 2016 - February 2017 (8 months)

- Develop the redesign of the website using best practices in responsive design and accessibility.
- Collaborate with designers on website redesign (competitor analysis and wireframing) with a user experience focus.
- Generate quantitative and qualitative analyses of redesigned website and deliver development strategies.
- Provide website redesign development documentation for future development inheritance.

### **Ann Arbor SPARK, UX Designer & Front-end Developer — Ann Arbor, MI**

June 2016 - November 2016 (5 months)

- Design and develop the re-branded Digital Marketing Workshop website.
- Implement the website with a special focus on future-proofing.
- Strategize website planning with attendance conversions using user experience as a focal point.

## **EDUCATION**

### **Eastern Michigan University, Bachelors of Science, Technology Management — Ypsilanti, MI**

September 2018 - December 2020

### **Washtenaw Community College, Associates in Applied Science, Web Design & Development — Ann Arbor, MI**

August 2015 - May 2017