

Dan Patterson
Product & UX Design Leader
Woodstock, GA | 214-228-9612 | danielwrightpatterson@gmail.com
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SUMMARY

Product and UX Design leader with 20+ years of experience driving end-to-end digital transformation across enterprise, retail, and supply chain environments. Known for turning complex systems into intuitive, scalable user experiences that improve efficiency, adoption, and business outcomes.

Blends UX strategy, research, and product thinking to deliver solutions that align user needs with organizational goals. Proven track record leading cross-functional teams, influencing stakeholders, and delivering high-impact digital products at scale.

CORE EXPERTISE:

- Product Strategy & UX Leadership
- UX Research & Insights
- Enterprise & Supply Chain Systems
- Design Systems & Accessibility (WCAG)
- Journey Mapping & Workflow Optimization
- Agile / Scrum & Jira
- Prototyping (Figma, Sketch)
- Data-Informed Design (Qualtrics, Google Analytics)
- AI-Assisted Design & Innovation

PROFESSIONAL EXPERIENCE

UX Consultant | Woodstock, GA

Nov 2024 – Present

- Driving end-to-end UX for platforms including TVIQ, SonEdna Foundation, and FIRST Skin Foundation
- Leading product direction from discovery through launch
- Delivering scalable, user-centered solutions aligned to business and user needs

The Home Depot | Atlanta, GA

Senior UX Designer

Aug 2017 – Nov 2024

- Designed and optimized systems including Item Data Management, Replenishment, and Inventory Storage
- Improved operational efficiency through streamlined workflows
- Conducted research to validate solutions and drive product decisions
- Contributed to enterprise design system strategy
- Partnered with product, engineering, and stakeholders to deliver scalable solutions

Sapient Razorfish | Atlanta, GA

UX Lead

Mar 2016 – Jul 2017

- Led UX strategy and prototyping for clients including ASICS and Simon Premium Outlets
- Delivered research-backed design solutions
- Facilitated stakeholder alignment

MePlusYou (formerly imc2) | Dallas, TX

Senior Digital Strategist

May 2002 – Aug 2014

- Led teams of up to 15 across UX, design, and content
- Delivered large-scale digital initiatives across multiple industries

DWP eBusiness Consulting | Dallas, TX

Founder & UX Consultant

Feb 1999 – Feb 2016

- Led UX and digital strategy for enterprise clients
- Managed cross-functional teams delivering complex projects

Multimedia Learning, Inc. | Irving, TX

Lead Instructional Designer

Jun 1994 – Jan 1999

- Designed multimedia and web-based learning solutions

EDUCATION

BS, Instructional Design

California State University, Chico

TOOLS & TECHNOLOGIES

Figma, Sketch, Jira, Qualtrics, Google Analytics, Claude and other AI Design Tools