

Dan Patterson
UX Design & Research
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SUMMARY

UX Design and Research 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 while accelerating workflows with AI tools like Figma Make and Claude Cowork.

CORE EXPERTISE

- Product Design & UX Leadership, Mentoring
- Content Strategy (CMS, Audience Segmentation, Tone, Complexity, Content Hierarchy)
- Information Architecture (Content Analysis, Navigation Structure, Site Maps)
- UX Research & AI Assisted Insights
- Journey Mapping & Workflow Optimization
- AI Assisted Responsive Design & Prototyping
- Figma Design Systems
- AI Assisted Usability & Accessibility Testing
- Enterprise, Supply Chain, Warehouse Management System, Ecommerce
- Agile Software Development (JIRA)
- Data-Informed Design (Qualtrics, Google Analytics)

PROFESSIONAL EXPERIENCE

UX Consultant | Woodstock, GA

Nov 2024 – Present

- Leading product and UX direction from discovery through launch for the Skin Foundation for Ichthyosis & Related Skin Types (FIRST). See the recently launched site firstskinfoundation.org
- Driving end-to-end UX for platforms including TVIQ & SonEdna Foundation
- 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 ecommerce 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, Figma Make, Sketch, Miro, Jira, Qualtrics, Google Analytics, Claude Cowork, usertesting.com