

Patrick Bower

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Introduction

As an accomplished product designer with a solid foundation in front-end development, I bring a wealth of expertise that bridges UX, design, and engineering. My approach integrates rapid prototyping in code and user testing to drive tangible outcomes. With exceptional leadership and communication abilities, I excel in cross-functional collaboration and adeptly navigate creative, technical, and business domains.

Skills

Product Design	<div></div>
UX & Research	<div></div>
Front-End Dev	<div></div>
Leadership	<div></div>

Tools

Figma	<div></div>
VS Code	<div></div>
Adobe CC	<div></div>
React	<div></div>

Experience

Senior Product Designer, RAC (contractor)

June 2023 - Sep 2024 (1y 3m)

Automotive services

Design Leadership UX UI Prototyping Design System

Highlights include:

- Led the complete redesign and replatforming of over 500 marketing pages, resulting in a 1.5% increase in conversion rates.
- Designed over 50 innovative components to bolster a nascent design system while establishing and documenting best practice.
- Created and facilitated productive stakeholder workshops, promoting discovery and innovation, and delivered engaging presentations to the broader business audience throughout the project lifecycle.

Senior Product Designer, DAZN

Sep 2020 - May 2023 (2y 8m)

Subscription based global sports streaming platform

Design Leadership UX UI Prototyping Coding Design System

Highlights include:

- Employing high-fidelity interaction design to expedite user testing and engineering processes and increase release cycles by 10-20%.
- Owning end-to-end process for impactful features released using data-driven design across multiple streaming platforms for global audiences.
- Self-initiated design tooling solutions for Figma and project data analysis.
- Mentoring and educating across the business to improve the design process, enable cross-functional teams and establish a design system.

Experience cont.

Design Engineer, Buildit (Wipro Digital)

Mar 2018 - Sep 2020 (2y 6m)

Consultancy working with Fortune 500 companies in Healthcare • Banking • Energy • Insurance

Design Coding Leadership UX UI Prototyping Design System

Highlights include:

- Leading design in creating new products for organisations such as Halifax Bank and CounterWeight (NHS).
- Facilitating workshops to align stakeholders, define complex processes and co-create solutions for organisations such as Lloyds Bank, BP & GSK.
- Establishing a lean process framework to define a tailored cross-functional process and increase sales leads by up to 30%.
- Designing and implementing large-scale internal tools to enhance efficiency for organisations such as Aviva and Cynergy Bank.

Front End Engineer, Digital Detox (acquired by EY)

Nov 2012 - Mar 2018 (5y 4m)

Development consultancy working in Healthcare • Enterprise • Banking • Telecommunications

Coding Leadership Prototyping

Highlights include:

- Developing experiences for millions of users across global applications.
- Co-developed Vodafone's Web Simplicity Design System Framework.
- Drive and consult on global adoption of WS Framework, including on-site delivery.
- Led product line definition and development for Bupa.
- Spearheaded engineering of multiple startup products, including Vala Health.

Design and Front-End Development, Contractor

Aug 2010 - Nov 2012 (2y 3m)

Contractor across various sectors including Retail • Publishing • Advertising • Fashion • Beauty

Design Coding Leadership UX UI

- Worked with numerous clients, including Firebrand, Glock, UAL, ASOS, and FIFA, to craft tailored design and front-end development solutions.
- Delivered a diverse portfolio of projects ranging from custom print services to advanced e-commerce flows.
- Acted as a liaison between sales, marketing, and production teams to ensure successful project outcomes.

Designer, various agencies

Feb 2007 - Jul 2010 (3y 5m)

Full time for agencies across different sectors

Design

- Delivered creative design solutions for renowned clients, including BBC, Universal Music, AEG, Fenchurch working for boutique agencies.

Education

Birmingham UCE | 2:1 BA Visual Communication | 2001 - 2004