



Patrick Lopes *Senior Product Designer | eCommerce | Design Systems*

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PROFILE

Senior Product Designer with 10 years of experience designing consumer-facing digital products and e-commerce experiences. I focus on simplifying complex customer journeys, improving shopping and account flows, and building scalable design systems. I use AI-assisted ideation to explore solutions quickly while staying grounded in strong UX judgment and craft.

PROFESSIONAL EXPERIENCE

Senior Product Designer

03/2025 – present | New York, NY

Verizon

- Designed and launched a payment flexibility program to help suspended customers restore service, supporting revenue recovery and customer retention goals.
- Design end-to-end consumer journeys across multiple Value brands, spanning shopping, recovery, and account management.
- Collaborated with Legal, Product, Business, Marketing, and Content teams to ensure compliance, usability, and business alignment.
- Created rapid prototypes to explore alternatives, align stakeholders, and move from ambiguity to clear direction.
- Contributed as part of the customer experience shopping team, designing and managing design systems used across multiple Verizon value brands.

Lead Product Designer

03/2021 – 12/2023 | New York, NY

Photon | B2B Digital Solutions Provider for Fortune 500 Companies

KFC

- Validated solutions through usability testing with diverse participants, resulting in a 40% improvement in usability and a 20% reduction in task completion time. Testing scenarios consisted of selecting family meals, customizing individual meals with sauces, and managing portion adjustments across devices.
- Identified pain points in the KFC customization process by performing extensive user research, including app store reviews, chatbot logs, and customer feedback.
- Addressed issues such as excessive scrolling, difficult navigation, and cumbersome meal customization by designing intuitive solutions that prioritized ease of use.

SeneGence

- Delivered results that resulted in an 82k increase in conversions within six months, \$7.2M in revenue, and \$540k from the most popular product. These outcomes were achieved by iterative usability testing, wireframing, and final prototyping.
- Led the redesign of SeneGence's ecommerce platform, simplifying navigation and enhancing the shopping experience across web and mobile.

UX Designer

03/2018 – 10/2020 | Parsippany, NJ

Cellebrite | B2B SaaS platform for digital intelligence

- Improved key performance metrics, including a 26% increase in page views and a 62% reduction in bounce rates, by refining content hierarchy and streamlining user pathways.
- Redesigned Cellebrite's website to improve navigation and modernize the user experience, addressing user frustration with the cluttered interface.
- Conducted stakeholder workshops and usability tests to gather insights, ensuring the redesign met both user needs and business objectives.
- Introduced a scalable design system to maintain consistency across pages and simplify future updates.

SKILLS

UI/UX – Wireframing & Prototyping | Design Systems | Interaction Design | Information Architecture | Responsive Web & Mobile Design | Accessibility (WCAG)

Research & Testing – User Research | Customer Journey Mapping | A/B Testing | Usability Testing & Feedback Analysis

Tools & Technologies – Figma | AI-Assisted Ideation | HTML & CSS (for Design Collaboration) | Miro / FigJam for Ideation & Mapping