

JORDAN PATCHAK

Resume

Ann Arbor, Michigan

248.701.8178

jordanpatchak@me.com

www.jordanpatchak.com

LinkedIn Profile

10+ years of experience creating responsive, targeted, full life cycle digital solutions to help drive sales and engagement for Fortune 500 companies. Team leader and visionary of cutting edge designs used by millions. Proven success reimagining user experiences and increasing awareness of key initiatives for major corporations.

SKILLS

- Responsive Web Design
- Mobile App Design
- Digital User Experience
- Email Design
- Storyboarding & Wireframes
- Team Management
- Roadmapping & Project Lifecycle Management
- Cross-Channel Marketing
- Sell Sheets
- Brand Creation & Reinvention
- Presentation Creation & Delivery
- Budget Management & Estimation
- Product Launch Communications & Training Material
- Agile/Scrum Methodology
- Adobe Creative Cloud (XD, Photoshop, Illustrator, InDesign, Lightroom, Acrobat Pro)
- Microsoft Office Suite (Word, PowerPoint, Excel)

WORK EXPERIENCE

Digital Strategy & Design Manager

Michigan First Credit Union

2017 - Present

Southfield, MI

- Track emerging and evolving digital technologies in the Financial Services industry and develop plans to implement them with Michigan First
- Build and maintain strategic roadmaps for our digital platforms, in partnership with credit union leadership
- Manage and design insight-driven digital user experiences from opportunity identification through design, development, and deployment
- Conduct member research initiatives to deliver highly desired offerings and entice new membership
- Create user flows, journey maps, wireframes, and comps for effective design communications across all levels of the organization
- Collaborate directly with the software development team to ensure correct construction of detailed and complex solutions
- Lead the company in the ongoing design of our mobile app, creating new features and getting the Michigan First app up to world class standards

with functionality comparable to big banks and major digital finance platforms

- Redesigned our online banking tool, mortgage servicing site, and ATM experience
- Conceived and designed a Michigan First skillset for Alexa

UX/UI Manager

2015 - 2017

UX/UI Designer

2013 - 2015

ChannelNet

Dearborn, MI

- Managed budgets, deliverables, creative design and direction for a range of solutions with clients: Ally, Chase, Hunter Douglas, Hyundai, Mercedes Benz, Mitsubishi, and UAW
- Built solutions compliant with AA standards of WCAG (Web Content Accessibility Guidelines for the impaired)
- Re-envisioned and redesigned email campaigns to increase click-through rate and customer engagement
- Produced and directed the creation of responsive web designs, exponentially increasing search engine optimization and traffic to sites
- Created personalized websites that target users based on their interests and intentions driving sales and interactions
- Led teams from pre-sales initiatives to post-launch product enhancements
- Insured effective communication and translation of ideas across teams, as product owner for clients
- Designed websites for various clients
- Created visuals for presentations and business development initiatives, in collaboration with sales department
- Designed sell sheets and PowerPoint presentations

Graphic Designer

2013

IMGE

Alexandria, VA

- Oversaw visual strategy and asset creation for clients including BMW, Boeing, National Association of Manufacturers, and Altec
- Managed social media and creation of assets for Altec and political campaigns for two Senators

Graphic Designer

2013

Enlighten

Ann Arbor, MI

- Created and managed the social media and print material for Jergens, John Frieda, Ban, and Biore
- Developed style guides for Armstrong Flooring and 826 Michigan
- Aided in pre-sales initiatives creating graphics and building presentations

Freelance Designer
Jordan Patchak Designs

2009 - 2013
Ann Arbor, MI

- Designed MTrivia mobile app for University of Michigan School of Engineering
- Designed and illustrated book cover for the novel, Tears of the Dragon Boy
- Created logo for SOS Community Housing, Yomari, Wolf Mountain Consulting, Tree Frog Lumber, Oasis, and Human Capital Club
- Designed website, logo, and print designs for Neighborsations
- Created Six Sigma text book training material graphics for eMRI
- Created storyboards and icon design for University of Michigan School of Public Health

ACTIVITIES & EDUCATION

Member
Toastmasters

Southfield, MI

Graduate
Leadership Academy MBC Training Course

Southfield, MI

Bachelor of Fine Arts (BFA)
University of Michigan, School of Art & Design

Ann Arbor, MI