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PATIENCE WOOLRIDGE

Creative and product design leader blending nearly two decades of expertise in UX strategy, brand systems, and digital storytelling.

Known for fostering high-performing design teams built on trust and openness, empowering creative risk-taking and driving innovative, data-informed, and inclusive experiences across both global and local brands.

Skilled at uniting design, product, and marketing to shape human-centered strategies that scale creativity, elevate brand equity, and drive measurable impact.

HAVEPATIENCE.DESIGN@GMAIL.COM

EXPERIENCE

Thesis Agency | Design Lead | 2020 – 2025

- Lead design and strategy for Nike's digital marketing, driving a 12% rise in engagement across both various campaigns and platforms.
- Managed a 10+ member creative team, fostering inclusion, mentorship, and psychological safety.
- Partnered with creative and marketing leaders to align product storytelling with brand principles.
- Co-chaired an Employee Resource Group, leading DEI initiatives and creative campaigns that strengthened culture and attracted new, unique talent.

Malik Media LLC | Art Director | 2017 – 2020

- Oversaw creative direction for startups and nonprofits, developing scalable brands and websites.
- Drove strategy from concept to execution, elevating client visibility and revenue.
- Managed cross-functional teams of designers, developers, and vendors.

SerpicoDEV | UX/UI Design Lead | 2018 – 2019

- Designed user flows, wireframes, and high-fidelity interfaces for global SaaS and mobile products.
- Led distributed design and development teams, ensuring quality and alignment to product goals.

Arizona State University | Design Mgmt Intern | 2017 – 2019

- Developed unified print and digital assets for campus initiatives, reinforcing the Herberger Institute's visual identity and communications.

Pure Romance | UI Designer | 2015 – 2017

- Created responsive digital assets including apps, microsites, and marketing emails.
- Enhanced visual consistency across digital and print, improving brand cohesion.

CORE EXPERTISE

Creative Direction:

Brand Systems | Visual Identity | Campaign Development | Digital Storytelling

Product Design:

UX/UI Strategy | Research | Design Systems | Accessibility | Interaction Design

Leadership:

DesignOps | Mentorship | Cross-Functional Collaboration | Inclusive Design Culture

Tools:

Figma | Sketch | Adobe CC | Webflow | Miro | Notion | AI-Augmented Design | HTML/CSS

EDUCATION

Master of Science in Design | Visual Communication Design

ARIZONA STATE UNIVERSITY : Herberger Institute for Design and the Arts

- Teacher's Assistant, Graphic Design History

Bachelor of Science in Design | Digital Design

UNIVERSITY OF CINCINNATI : College of Design, Architecture, Art, and Planning

- Golden Key International Honour Society, Chapter President (1yr)
- Resident Advisor (3yrs)
- Darwin T Turner Scholarship (4yrs)
- Cincinnatus Scholarship (4yrs)