

# Patrick Colligan

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## Product Designer

Product Designer specializing in enterprise SaaS with 10+ years transforming complex workflows into scalable, user-centered experiences. Expert in design systems and cross-functional collaboration, recently reducing development time by 25% while improving user satisfaction across multiple B2B brands. Proven track record of aligning design strategy with business goals to drive measurable growth and operational efficiency.

## WORK EXPERIENCE

### EverCommerce Senior Designer

2021 - Present  
Remote

- Built scalable design systems and standardized brand guidelines, reducing development time by 25% and improving cross-brand consistency by 50%
- Spearheaded a full brand transformation initiative, including a website redesign, which drove a 30% increase in unique visitors and a 15% lift in average session duration, reinforcing the company's market position
- Directed the creation of style guides, sales collateral, and press kits, contributing to a 30% increase in brand recognition and improved customer engagement through focused messaging strategies
- Collaborated cross-functionally with product, marketing, and leadership stakeholders to conduct brand audits, competitive analysis, and creative discovery, ensuring strategic alignment and cohesive execution
- Collaborated with engineering and dev teams on design and technical constraints, creating design specifications that reduced implementation complexity
- Led design team of 3 designers, establishing design review processes that improved consistency by 40% and reduced revision cycles
- Led marketing campaigns and post-launch experiences across web, email, and events, significantly increasing client engagement and aligning with business goals

### L & JG Stickley Senior Designer

2016 - 2021  
Manlius, NY

- Led multi-platform brand asset design (web, digital signage, email, advertising) ensuring cohesive visual communication and 30% increase in brand recognition.
- Partnered with cross-functional leadership teams to develop and iterate on creative concepts, improving strategic alignment and stakeholder buy-in by 25%.
- Owned end-to-end creative project management—planning, designing, and delivering solutions on time and 15% under budget, while flexibly adapting to scope and requirement changes.
- Collaborated closely with Retail, Contract, and Corporate teams to deliver scalable design solutions, meeting 100% of project deadlines while maintaining quality standards.

### Graphic Designer

Manilus, NY

- Designed and developed visual content for multilingual marketing campaigns, trade show displays, and high-impact national print ads boosting ad impressions by 20% across publications including Real Simple, House Beautiful, and Architectural Digest.
- Produced digital assets for social media and weekly email campaigns, driving consistent engagement across a subscriber base of 50,000+ users.
- Created and optimized digital content for websites and in-store displays, directly contributing to increased online engagement and physical store traffic.

### Mindshare LLC. Graphic Design Intern

2015 - 2015  
Syracuse, NY

- Managed client projects including website banners, brand consistency, and complete rebranding initiative, improving design-client alignment by 25%

**Madison Irving Pediatrics, P.C.**  
**Website Content Manager**

**2014 - 2015**  
**Syracuse, NY**

- Managed website maintenance and created marketing materials, reducing site downtime by 50% and increasing brochure distribution by 30%

**EDUCATION**

**Masters Degree in UX Design**

Maryland Institute College of Art • GPA: 3.969

2021 - 2022

**Bachelors of Arts in Graphic Design**

SUNY Oneonta

2012 - 2016

**SKILLS**

**Design & UX:** UX Design, UI Design, Interaction Design, Visual Design, Information Architecture, Wireframing, User Flows, Prototyping, Accessibility (WCAG), Responsive Web Design, Mobile App Design, Microinteraction Design, User Research & Testing, Product Strategy, API Design, Design Leadership, Stakeholder Management, Technical Documentation Design

**Systems & Strategy:** Design Systems, Component Libraries, Design Tokens, A/B Testing, Metrics-Driven Design, Conversion Rate Optimization, User Research Synthesis, System Thinking, Design Operations

**Tools & Platforms:** Figma, FigJam, Adobe Creative Suite, Miro, Webflow, Notion, Confluence, Jira, Asana, UserTesting, Slack