

Bernard Patacsil

Product Designer — Vancouver, Canada

[Portfolio →](#)

[LinkedIn →](#)

bernard.patacsil.design@gmail.com

Experience

Chanel

Visual Strategy Lead

AUG 22—JAN 25

Executed visual merchandising and client engagement strategies, elevating experience and brand loyalty through immersive design solutions. Developed SOPs and best practices for RFID systems, ensuring seamless operations and perfect inventory accuracy.

Inch Studio

Freelance UI/UX Designer

JUN 22—AUG 23

Created landing pages for non-profit organization, increasing new member acquisition and user engagement by 27% through comprehensive stakeholder interviews, gathering crucial business insights.

Campus Nutrition →

User Experience Designer

JAN 22—JAN 23

Led design team to develop a research-driven navigation tool and directory for students, enhancing usability and increasing user engagement by 5%.

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Freelance Editorial + Fashion Photographer

2015—PRESENT

Facilitated and delivered editorial photoshoot and advertisement campaigns for fashion designers, modelling agencies and publications.

NOTABLE PROJECTS

SSENSE →

Product Designer

FEB 22

Conceptualized and designed a digital clienteling strategy for SSENSE, focusing on secure and exclusive interactions with high-value clients.

SeeThru →

3rd Place for Adobe Creative Jam x Patagonia

DEC 21

Co-designed with another UX designer, a digital tool that promotes supply chain transparency and ethical consumerism geared towards fast fashion shoppers.

The Rookie →

Top 10 for Adobe Creative Jam x The New York Times

Aug 21

Developed and designed an onboarding and educational platform for Gen-Z voters through credible storytelling and interactive UI to assist novice voters.

Skills

UX Design and Research

Rapid Prototyping ∙ Wireframing ∙ Design Thinking ∙ User Interviews + Surveys ∙ Accessibility Standards ∙ Component Libraries ∙ Design Systems ∙ A/B + Usability Testing ∙ Front-end Design ∙ Figma ∙ Adobe XD + CC ∙ HTML/CSS ∙ Webflow

Business

Stakeholder Presentations ∙ Client Relationship Development ∙ Brand Marketing + Strategy ∙ Data Visualization + Analysis ∙ eCommerce

Education

Emily Carr University of Arts + Design

Vancouver, Canada

Certificate in UI/UX and Interaction Design
B.F.A in Fine Arts in Photography + Digital Media