Bernard Patacsil

Product Designer—*Vancouver, BC*

EXPERIENCE

Chanel
Visual Strategy Lead
Mar 2022-Jan 2025

- Boosted 2024 regional sales by 4% through strategic visual merchandising, utilizing PowerBI insights and global directives.
- Facilitated and supported 2023 high-jewelry event, contributing $1.5M+ by streamlining visual installations and client experience.
- Developed SOPs and best practices to optimize team workflows and 100% inventory accuracy for RFID implementation.

1nch Studio
Product Designer *(Freelance)*
Jun 2022-Aug 2023

- Increased user engagement by 27% by owning end-to-end landing page UX process for Buddhist nonprofit society through mix method research and iterative prototyping.
- Presented design rationale and user flows to cross-disciplinary teams and stakeholders, integrating feedback to refine high-fidelity mockups and deliverables.

Campus Nutrition↗
UI/UX Designer
Jan 2022-Jan 2023

- Empowered students to make healthier food decisions by designing a responsive web and mobile interface for UBC's food scene, boosting user engagement by 27%.
- Worked cross-functionally with engineers and developers during QA cycles to gather feedback, iterate on designs, and validate technical feasibility.

PROJECTS

SSENSE↗
Product Designer

- Designed a chat function mobile integration and revamped client profile dashboard, seamlessly connecting SSENSE with high-potential clients and fostering long term relationships.

OneStop↗
Product Designer

- Streamlined Vancouver's commuting experience by designing a mobile app featuring intuitive fare management and real-time navigation tools.

ACCOLADES

SeeThru↗
Third Place—ACJ + Patagonia
Dec 2021

- 3rd place—432 participants for *Adobe Creative Jam + Patagonia* by co-designing a mobile tool promoting supply chain transparency and ethical consumerism, via product tag scanner

The Rookie↗
Top Ten—ACJ + NY Times
Oct 2021

- Top 10—315 participants for *Adobe Creative Jam + The New York Times* by designing an onboarding platform for Gen-Z voters, offering unbiased facts to guide first-time voters.

TOOLKIT

- UI/UX Design
- Inclusive Design
- AI Technologies + Principles
- Figma + Adobe XD

- Rapid Prototyping
- Usability Testing
- A/B Testing
- Adobe Creative Suite

- Research Methodologies
- Data Synthesis
- Iterative Development
- Front-end HTML/CSS

EDUCATION

Emily Carr University of Arts + Design—*Vancouver, BC*

- Certificate in UI/UX Design + Interaction Design—*2022*
- Bachelor in Fine Arts, Photography + Digital Media—*2015*