Bernard Patacsil

Product Designer—*Vancouver, BC*

EXPERIENCES

MAR 2022-JAN 2025

Chanel
Visual Strategy Lead

Boosted 2024 sales by 4% through visual merchandising, utilizing PowerBI insights & global directives.

Facilitated & supported $1.5M high-jewelry event, by streamlining visual installation & client experience.

Developed SOPs & best practices to optimize workflows & 100% inventory accuracy for RFID implementation.

JUN 2022-AUG 2023

1nch Studio
Product Designer *(Freelance)*

Created wireframes and interactive prototypes to meet business requirements & client standards, advocating for user-centered solutions.

Presented design rationale & user flows to cross-disciplinary teams & stakeholders, integrating feedback to refine high-fidelity mockups and deliverables.

JAN 2022-JAN 2023

Campus Nutrition ↗
UI/UX Designer

Led the design team in developing an app that helps UBC students make informed and healthier food choices.

Recruited, planned and conducted 3 sets of usability testing on high-fidelity prototypes.

Delivered polished UI and collaborated with developers through QA and implementation.

PROJECTS

SSENSE ↗
Product Designer

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

OneStop ↗
Product Designer

Streamlined Vancouver's commuting experience by designing a mobile app for intuitive fare management & real-time navigation.

ACCOLADES

DEC 2021

***Third Place*—ACJ + Patagonia**
SeeThru ↗

Adobe Creative Jam + Patagonia—co-designed an app promoting supply chain transparency and ethical consumerism, via product tag scanner.

OCT 2021

***Top Ten*—ACJ + NY Times**
The Rookie ↗

Adobe Creative Jam + The New York Times—created prototype for an onboarding platform for Gen-Z voters, offering unbiased facts to guide first-time voters.

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*

TOOLKIT

UI/UX Design	Iterative Development	Wireframes
Inclusive Design	Figma + Adobe XD	Webflow
AI Technologies + Principles	Adobe Creative Suite	User Research
Rapid Prototyping	Front-end HTML/CSS	Component libraries