

Jocelyn Patterson

Brand & Digital Designer

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SUMMARY

Brand & Digital Designer specializing in visual identity systems, digital experiences, and campaign design. I create cohesive brand ecosystems that help organizations communicate clearly across websites, marketing channels, and customer touchpoints. My work combines brand strategy, visual storytelling, and UX-informed design to transform complex ideas into meaningful experiences. With a background in instructional design, I bring a structured, human-centered approach to building clear and effective communication systems.

EXPERIENCE

Brand & Digital Designer | The Alcotype

Freelance Designer & Founder

Jan 2025 – Present | Greater Tampa Bay Area · Remote

- Developed brand identities, digital experiences, and marketing campaigns for education, travel, and lifestyle-focused organizations, including a full brand and UX redesign for Hello Edu and a custom Shopify CMS build for a travel content creator
- Produced self-directed campaign and brand projects, including a motion campaign for Open Water and a dual-audience brand ecosystem for Lumara Escapes, to deepen marketing design and brand strategy skills.
- Managed end-to-end projects from client discovery through creative direction and final delivery

Design Transition & Portfolio Development

Jul 2023 – Jan 2025 | Tampa, FL

- Completed Google UX Design Professional Certificate (Jan 2025) and coursework in web design, Figma, and motion graphics
- Practiced research-driven design and usability testing through self-directed projects, including TasteVoyage (UX case study) and a travel website built for a personal brand
- Transitioned from nearly seven years in curriculum design and instruction into structured, human-centered product and brand design

Curriculum Designer & Music Educator

Hillsborough County Public Schools · Pasco County Public Schools

Aug 2016 – Jun 2023 | Tampa Bay Area, FL · On-site

- Designed structured learning systems and visual communication materials, translating complex concepts into clear, engaging experiences for diverse K–5 audiences across two districts.
- Developed curriculum frameworks, instructional resources, and assessment tools through research, iteration, and audience feedback.
- Applied systems thinking, storytelling, and user-centered principles to improve communication, engagement, and stakeholder collaboration.

SKILLS

Brand & Digital Design: Brand Strategy · Visual Identity · Art Direction · Campaign & Marketing Design · Design Systems · Typography · Motion Design

UX & Web Design: UX/UI Design · Responsive Design · Accessibility · Webflow · Shopify

Tools: Figma · Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

EDUCATION & CERTIFICATIONS

Bachelor of Science, Music Education

University of South Florida

Google UX Design Professional Certificate, 2025

Coursera

Complete Web & Mobile Designer, 2023

Udemy

Figma Master Course, 2023

HowToDesignBetter