

# Dalton Patterson

UX Designer | Web Designer | Digital Product Designer

Brandon, FL • daltonpatterson86@gmail.com • 912-381-4721 • Portfolio: daltonpatterson.design

## CORE UX SKILLS

- User flows
- Wireframes
- Information architecture
- User journeys
- Task analysis
- UX audits
- CTA strategy
- Mobile-first design
- Responsive design
- Product thinking

## DESIGN TOOLS

- Figma
- Canva
- Photoshop
- Adobe Creative Suite
- Webflow
- WordPress
- HTML5 / CSS
- Basic JavaScript
- Google Analytics concepts

## EDUCATION

### B.S. Web Design & Development

Full Sail University | 2013

### Digital Marketing Graduate Certificate

Full Sail University | 2015

### Cyber Defense Professional Certificate

University of Central Florida / ThriveDX | 2024

## RECOGNITION

Advanced Achievement Award for strong design/development performance and dedication to web design.

Award-winning app design contributor for Go Code Colorado, Hively project, 2016.

## PROFESSIONAL SUMMARY

UX-focused Web Designer and Digital Product Designer with a Bachelor of Science in Web Design & Development, front-end development experience, and a strong foundation in typography, hierarchy, layout, color theory, mobile-first design, HTML/CSS, and customer-centered UX. Experienced in creating responsive web experiences, user flows, wireframes, landing pages, page structures, digital graphics, and conversion-focused user journeys. Comfortable translating business goals into intuitive digital experiences that improve clarity, reduce friction, and help users take action.

## PROFESSIONAL EXPERIENCE

### Freelance UX-Focused Web Designer

OutreachDesign.co - Brandon, FL / Remote | 2024 - Present

- Create mobile-first landing pages and web experiences that guide users from search intent to clear service information, trust-building content, and call or booking actions.
- Develop UX-focused page structures using hero sections, direct answers, problem statements, trust signals, process steps, FAQs, and final calls to action.
- Build wireframe-style page plans to organize content, user flow, visual hierarchy, and conversion paths before final design.
- Apply typography, hierarchy, layout, spacing, and responsive design principles to improve readability and usability across devices.
- Audit websites for mobile CTA clarity, above-the-fold messaging, trust signals, paid traffic fit, page structure, and user decision flow.
- Translate client goals into practical UX recommendations focused on reducing friction and making the next step easier for users.
- Create digital graphics, branded visuals, portfolio assets, and marketing materials to support web and landing page projects.
- Use Google Analytics concepts and conversion tracking strategy to evaluate booking clicks, demo clicks, CTA interactions, and landing page performance.

### Front-End Web Developer

Focus on the Family - Colorado Springs, CO | 2013 - 2016

- Built and maintained web pages using HTML, CSS, and front-end best practices.
- Translated design direction into functional, responsive web layouts while maintaining brand standards and visual consistency.
- Collaborated with team members to update, refine, and improve website content, layout, and presentation.
- Supported quality control by reviewing page updates for accuracy, readability, and layout consistency.

## SELECTED UX / PRODUCT DESIGN PROJECTS

### Hively - Award-Winning App Design | Go Code Colorado | 2016

- Contributed to award-winning app design for Hively, a civic-tech project developed through Go Code Colorado.
- Helped design a digital product concept focused on solving a real-world user problem with a clear, usable interface.
- Applied UX thinking, interface structure, visual hierarchy, and information organization to support a practical user workflow.
- Worked in a collaborative environment to move from concept to design direction under time-sensitive project conditions.

### OutreachDesign.co Website & Landing Page System

- Designed a conversion-focused website and landing page framework for local service businesses.
- Created a reusable landing page structure focused on user intent, trust, service clarity, and action.
- Developed page sections for hero messaging, direct answers, pain points, trust proof, service benefits, FAQs, process steps, and calls to action.
- Focused on mobile readability, clear hierarchy, CTA placement, and measurable user actions.

### Contractor Website UX Audits

- Evaluated websites for mobile CTA visibility, above-the-fold messaging, trust signals, navigation clarity, and paid traffic fit.
- Identified friction points that could prevent users from calling, booking, or understanding the service offer.
- Recommended dedicated landing page angles for emergency repair, service calls, local lead generation, and Google Ads traffic.

### Digital Media & Portfolio Graphics

- Created digital design assets for resumes, portfolio presentations, landing pages, and marketing materials.
- Designed clean, readable graphics using strong spacing, visual hierarchy, and modern web presentation principles.

## TECHNICAL SKILLS

Figma, Canva, Photoshop, Adobe Creative Suite, Webflow, WordPress, HTML5, CSS, basic JavaScript, Google Analytics, basic Google Tag Manager concepts, Calendly, responsive web design, landing page optimization, website publishing, digital graphics, UX writing, page structure, wireframing, user flows, design systems, mobile-first design.

## ADDITIONAL QUALIFICATIONS

- Strong interest in UX, web design, SaaS product design, product workflows, UI systems, and continuous learning.
- Comfortable working independently, taking direction, applying feedback, and making practical design decisions.
- Customer-first design approach focused on reducing friction, improving clarity, and helping users complete key actions.
- Able to communicate design ideas clearly to clients, stakeholders, and technical collaborators.

### Positioning

UX/product designer focused on responsive web experiences, reusable design systems, clear user flows, and conversion-centered interfaces.