

# PATTI MCLETCHE

X D & U I D E V E L O P E R

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## PRACTICE AREAS

Experience Design  
User Interface Development  
Web & Responsive Mobile Design & Dev  
Web Applications  
Prototyping  
User Testing | Personas | Wireframes  
UX Audit | Research | Data-Driven Design  
Branding and Brand Integration  
Digital Art Direction

## USER EXPERIENCE

User Research | User/Stakeholder Interviews  
Persona Creation | User Stories  
User Flows | User Journeys  
Information Architecture | Site Maps  
Hi-Fi & Low-Fi Wireframes  
High-Fidelity Mockups  
Interactive Prototypes  
User Testing | Usability Testing

## DEVELOPMENT

JavaScript  
modernizr.js, moment.js, angular.js, jQuery  
.Net MVC 5  
Bootstrap 4  
HTML & CSS  
WordPress  
Magento  
Drupal  
Shopify  
PHP  
MySQL  
Website Development  
Web Application Development

## SOFTWARE

Adobe CC | Adobe XD  
Sketch | Axure

## PORTFOLIO

[www.pattimcletchie.com](http://www.pattimcletchie.com)

## RECENT PROJECTS

### RCI, INC | XD & Dev

Sole designer and developer for a web application interface for digital signage.

Conducted competitive and comparative analyses, UX Audit, usability testing, and analyzed user data to strategize, concept, and execute the web application.

Created wireframes, storyboards, sitemaps, personas, and screen flows; created and executed create assets for the UI.

Built the UI in .Net MVC 5, incorporating moment.js, bootstrap 4, jQuery, and modernizr.js..

### ROCKET BRAND | Dev

Developed WordPress sites for high-end commercial real estate client.

### INFINITE AGENCY | Digital Art Director

Created national campaigns for Susan G. Komen, Carter Bloodcare and Bud Light.

### YELLOW FOLDER | UI/UX & Dev

Designed and developed corporate website. Conducted user research, UX Audit, competitive & comparative analyses, created personas, wireframes, prototype, and UI. Built and developed website using WordPress, HTML, and CSS.

### BRENNAN ENTERPRISES | UI/UX & Developer

Designed and developed corporate website. Created wireframes, low and hi-fidelity mockups, prototypes, and final UI design.

Developed website utilizing WordPress, HTML, & CSS.

### SCHAEFFER ADVERTISING | UX & DEV

Collaborated with in-house UX team to create and develop websites, landing pages, and banners.

### HIGHLIGHTS

Designed and developed a responsive HTML email nurture program which generated \$95,000 in revenue.

Designed and developed a fully responsive website that decreased bounced rate by 10%, increased average session duration by 2 minutes, and increased page views by 128%.