

# PATTI MCLETCHE

UX & UI DEVELOPER

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## PRACTICE AREAS

Experience Design  
User Interface Development  
Web & Responsive Mobile Design & Development  
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  
ES2015+  
jQuery  
React  
HTML  
CSS  
LESS  
Sass/SCSS  
Wordpress | Magento | Shopify | Drupal  
PHP

## SOFTWARE

Adobe CC | Sketch | Invision | Axure  
Visual Studio | Git

## RECENT PROJECTS

### MILLIMAN | FRONT END ENGINEER

Prototyped mockups from design and communications team.

Implemented Nielsen aligned user flows and interactions.

Built UI with the use of html and user controls in the .net framework.

Contributed to a team of 3 UI developers and 10 .net developers within an Agile environment.

### TELADOC HEALTH | XD DEVELOPER

Designed and Developed landing page templates for Wordpress and Marketo.

Designed and developed responsive email templates.

Developed user stories and user flows for new corporate website in contentful.

### RCI, INC | UI & DEVELOPMENT

Sole designer and front end developer for a web application interface.

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

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

### YELLOWFOLDER | UI & DEVELOPMENT

Designed and developed user interface.

Conducted user research, UX Audit, created user personas and wireframes.