

AREAS OF PRACTICE

Responsive Web Design & Development
HTML Email Design & Development
UI/UX Design
Graphic Design
Brand Development

WEB/TECHNOLOGY TOOLBOX

HTML5
CSS3
JavaScript
PHP
MySQL
WordPress/Drupal/Shopify
UI/UX Architectures

CREATIVE SOFTWARE EXPERIENCE

Adobe Creative Cloud
Sizmek
Foundation
Bootstrap
Sketch

PORTFOLIO:

www.pattimcletchie.com
www.behance.net/pattimcletchie



SUMMARY

Creative designer, UX strategist and marketer focused on taking my clients' problems and creating a seamless, responsive web interfaces. Extensive background in B2B, software companies, start ups and small business. Proficient in a variety of disciplines including responsive web design and development, HTML email design and development, user interface design, brand development as well as interaction and print design.



EXPERIENCE

MADISON MILES MEDIA - *Front End Developer*

- Development of custom Wordpress theme.
- Collaborated on UI elements to help increase usability on mobile.

INFINITE AGENCY - *Art Director*

- Collaborated with writers and account managers to create national campaigns for Susan G. Komen, Carter Bloodcare and Bud Light.
- Developed HTML5 banner ads for Susan G. Komen's MTP campaign.

YELLOWFOLDER - *Senior Designer*

- Designed and developed company's responsive website.
- Designed brochures, infographics, print pieces, and signage.
- Responsible for creation and development of wireframes, mockups, and detailed visual designs for web interfaces that convert.
- Collaborated with remote developers on user interface design and function of cloud-based software.



KEY ACCOMPLISHMENTS

Designed and developed a responsive HTML email nurture program that generated \$95,000 worth of warm leads.

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%.

Developed pricing landing page and form that converted 30% of engaged leads.