



PATRICK T. GORMAN

Sr. UX Designer | Lead UX Designer | UX Director | Product Manager | Web, Mobile & IoT | User-Centered | Innovator | Business Strategist | Inventor | Computer Scientist | Architect | Technologist | Humanitarian | Father |

LinkedIn: www.linkedin.com/in/patricktylergorman

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Experience: 15+ years professional

Seeking: FTE, Long-Term Contracts, Contract-to-Hire

SUMMARY:

15+ yrs Strategic Leadership and Innovation in Software & IoT. I'm equally creative and logical. I've spent my career strategically listening, learning, adapting, designing & developing software/teams for Fortune500's, Ad Agencies, Startups, Emerging Technologies and Online Businesses.

I enjoy building and inspiring great teams of Designers, Engineers and Business Professionals to tackle/solve complex problems using current technology and innovation. I like to challenge myself and teams to create positive impact, growth and change for organizations and their customers that moves the needle upward. I am focused on delivering high quality products within reasonable deadlines, that stay on budget and don't negatively impact the bottom line. I enjoy reworking revenue models, business models, operation models, and adoption models by simplifying them, making them accessible to larger numbers, and opening up vast profitability for organizations. I have worked directly with Executive Leadership most of my career and I've created/ran several funded/non-funded technology startups.

Work featured by: print/online magazines, news publications, television broadcasting networks, Google and President Obama, to name a few.

Leadership Styles: Visionary, Servant, Empathetic, Compassionate, Executi

SKILLS:

- Advertising
- Ad Campaigns
- Agile
- Art Direction
- Brand Development
- Brand Design
- Brand Marketing
- Brand Strategy
- Capital Raising
- Computer Science
- Construction
- Consulting
- Creative Cloud
- Creative Direction
- Design Lead
- Display Ads
- Ecommerce
- Email Marketing
- Email & Hosting Setup
- Emerging Technologies
- Enterprise
- Figma
- Frontend Development
- Graphic Design
- Human-Centered Design
- Illustrator
- iOS
- IoT
- Information Architecture
- Innovation
- Invision Studio
- Integrated Systems
- Iterative
- Kanban
- Lean
- Lifestyle Photography
- Logo Design
- Miro
- Mobile First Design
- Package Design
- Photo Manipulation
- Photo Retouching
- Photoshop
- Plastic Injection
- Point of Sale
- Product Design
- Product Experience
- Product Management
- Product Owner
- Product Photography
- Project Research
- Quality Assurance
- Rapid
- Responsive Web/Mobile Design
- Rich Media
- Scrum
- Senior Art Direction
- Senior Android Design
- Senior iOS Design
- Senior UI Design
- Senior UX Design
- Shopify Expert
- Sketch
- Social Media Marketing
- Sprints
- Startups
- Strategy
- Team Building
- Team Management
- UI/UX
- User Acquisition
- User Adoption
- User Journey Mapping
- User Research
- User Surveying
- User Testing
- Web 1.0-4.0
- Web Design
- Web Development
- Wireframes

EXPERIENCE:

ASSISTANT VICE PRESIDENT / PRODUCT DESIGN LEAD: LPL SERVICES GROUP & PRODUCT EXPERIENCE

LPL FINANCIAL, INC.

June 2021 - September 2022 | Austin, TX

I lead the Product Experience, User Experience, Experience Design for LPL Services Group. Assisting in transformational technology and product experiences to serve our Financial Wealth Advisors operating/managing independent financial wealth management practices at LPL Financial, Fortune500.

- Promoted to Assistant Vice President of Product Experience within 6 months.
- Design Lead for LPL Services Group and Product Experience.
- Responsible for transforming legacy experiences to modern experiences..
- Strategically collaborate with AVPs, VPs, SVPs on Business, Product, Technology & Design.
- Design Manager responsible for interviewing, team building and Project Management.
- Certified Product Manager & Product Owner.
- Improving PX operations, tools and efficiencies.
- and more...

SENIOR UI/UX & VISUAL DESIGNER FOR LPL FINANCIAL

DISYS - Digital Intelligence Systems

January 2021 - June 2021 | Austin, TX

Contracted to support LPL Financial. Promoted and offered FTE as AVP and Lead Designer of LPL Services Group, formally LPL Business Solutions.

- Promoted to Assistant Vice President of Product Experience within 6 months.
- Design Lead for LPL Services Group and Product Experience.

FOUNDER, PRODUCT MANAGER, SENIOR UI/UX DESIGN LEAD & DIRECTOR

PTG-WEB

November 2016 - January 2021 | Denver, CO

Professional web and mobile application design/development. We've serviced companies from Fortune500s, ad agencies, emerging technologies, startups, e-commerce and online businesses. Published, award winning, and professional.

- Helping clients solve problems using digital solutions and 3rd party software.
- Client consulting.
- Client research.
- Shopify e-commerce design and development.
- Brand design and development.
- Digital product design/strategy.
- Social media design, development and strategy.
- Mobile application design and product management.
- Responsive web applications with seamless user experiences.
- Advertising and marketing support.

FOUNDER, PRESIDENT, PRODUCT MANAGER & SENIOR UX DESIGN LEAD

RIDENAB, INC.

May 2015 – November 2016 | Santa Monica, CA

RideNAB is the first distributive mobility company in the United States and our mission is to re-define mobility and make first-mile last-mile transportation accessible to all.

- “Uber for Bicycles”.
- Public Bike Share Systems with No Lockup Stations.
- Pick-Up and Lock-Up Anywhere.
- “IoT” Internet of Things Enabled.
- 3G GSM, GPS, Solar, Bluetooth 4.0, Accelerometer.
- First-Mile Last-Mile Transportation Solution.
- Triple Bottom Line Company Business Model.
- Clean Air and Energy Technology.
- Zero Carbon Emissions.
- Approximately 80% Lower Cap Ex to Implement than “Station Model Bike Share”.

SENIOR UI/UX DESIGNER, iOS & ANDROID

CBS, INC.

April 2015 – May 2015 | Los Angeles, CA

Asked to design the official CBS Android app to be cohesive with iOS and Web apps. Designed Stephen Colbert podcast app. Offered “Director of Emerging Platforms and Technologies”.

- Feature Concepts.
- Senior UI/UX Design.
- Senior Visual Design.
- Consulting.

CREATIVE DIRECTOR OF TECHNOLOGY, PRODUCT MANAGER, SENIOR UI/UX/VISUAL DESIGNER

*NEWZCARD, INC.

November 2013 – November 2014 | Los Angeles, CA

- First strategic hire for *newzcard.
- President Obama showcased LIVE on Whitehouse.org/live in 2014.
- Worked directly with CEO, CTO and President to concept and design initial products.
- Re-designed branding and logo.
- Designed all company business cards.
- Designed investor presentation materials.
- Designed marketing materials.
- Designed office space to match company look and feel.
- Designed iOS wireframes and flowcharts for UI/UX.
- Designed iOS apps.
- Co-hired first iOS developer to build MVP and V1 apps.
- Designed multiple iterations of iOS app.
- Tested and QA'd all iOS releases and reported back comprehensive detailed lists to development team.
- Designed web and mobile-web products to be responsive on Bootstrap.
- Worked with remote and overseas development companies in the US and Tel Aviv to get MVPs working.
- Co-hired newzcard's first two in house developers (Systems Architect and Full Stack) with CEO & CTO.
- Assisted in relocating both developers to Los Angeles to work internally.
- Worked directly with our dev team to get first products to market.
- Interviewed multiple front-end developers to add to our internal product team.
- Co-hired first front-end developer to work internally.
- Assisted marketing with social media initiatives where needed.
- Networked and represented *newzcard at tech events.

SENIOR WEB DESIGNER

1-800-DENTIST, INC.

July 2013 – November 2013 | Los Angeles, CA

- Re-designed software interfaces for 1-800-Dentist B2B and B2C products.
- Designed online marketing campaigns.
- Designed email marketing creative.
- Consulted internal creative and technology teams on product.

DIGITAL ART DIRECTOR, SENIOR UI/UX & VISUAL DESIGNER

CONTRACTS

2008 – 2021 | Los Angeles, CA & Orange County, CA

Contracts from 24seven Talent, The Ant Farm, Hamagomi Carrol, Creative Circle, SyndicateBleu, Departure3, OpenBar Interactive, Salt Digital, DisrupDIV, & DISYS.

- Web/Mobile Application Design.
- Consulting.
- Digital Art Direction.
- Senior UI/UX Design.
- Senior Visual Design.
- Senior Interaction Design.

CREATIVE DIRECTOR OF DESIGN

DISRUPDIV

January 2013 – August 2013 | Los Angeles, CA

- Digital Creative Direction.
- Senior UI/UX Design.
- Senior Visual Design.

SENIOR ART DIRECTOR, UI/UX & VISUAL DESIGNER

DEPARTURE 3 DIGITAL

January 2013 – August 2013 | Santa Monica, CA

- Designed 60" touch table presentation for Diageo (A leader in the Alcohol Industry).
- Designed responsive website pitch for Pepsi's new touch screen freezer doors and interactive displays.
- Designed branding, website and social media for The Lewis Brothers comedy.
- Designed Departure3 brand and marketing materials.

ART DIRECTOR, SENIOR UI/UX & VISUAL DESIGNER

ANT FARM AGENCY

December 2012 – August 2013 | Los Angeles, CA

- Designed online digital display ad campaign, static and flash banners for Disney's OZ "The Great and Powerful" featured film.
- Designed official website and social media/affiliate digital marketing campaign for 21&Over featured film.
- Designed online digital display ad campaign, static and flash banners for FX studios new FXX network's digital launch campaign.

SENIOR ART DIRECTOR, UI/UX & VISUAL DESIGNER

OPEN BAR INTERACTIVE

October 2012 – November 2012 | Los Angeles, CA

- Took meetings with new clients to discuss their vision, ideas, goals and challenges.

- Pitched new clients creative concepts based on SOW.
- Worked with other internal agencies on full creative packages for new client pitches.
- Assisted and directed senior designers on projects.
- Designed social media campaign and display ads for Lexus.
- Conceptualized online social media application for 007 SKYFALL.

MOBILE APPLICATION UI/UX, CONCEPT & VISUAL DESIGNER

GOPRO, INC.

September 2012 – October 2012 | Los Angeles, CA

I was brought in to assist in the design of the official GoPro Hero3 iOS app. First time GoPro could sync to your iPhone and be controlled remotely.

- Feature Design.
- Senior UI/UX Design
- Senior Visual Design.

WEB APPLICATION UI/UX, CONCEPT & VISUAL DESIGNER

DISCOVERY COMMUNICATIONS

August 2012 – September 2012 | Los Angeles, CA

- Feature Design.
- Senior UI/UX Design.
- Senior Visual Design.
- Senior Interaction Design.

SENIOR WEB DESIGNER & LEAD UX DESIGNER

LUCKY BRAND, INC.

July 2011 – July 2012 | Los Angeles, CA

- Re-designed LuckyBrand.com on a 960 Grid to be Responsive and compatible across all mobile and tablet devices.
- Designed 84 Seasonal Product Marketing Emails in 5 months to support online marketing and drive sales back to LuckyBrand.com.
- Designed 63 Homepage Designs over 12 months to support Online Merchandising and Marketing.
- Designed Lucky Brand's Blog "A Lucky Life".
- Designed all Digital look books to showcase product styles.
- Designed all Digital Denim Guides to help inform our customers about our different denim fits.
- Designed the majority of all "special projects" for multiple departments.
- Interviewed and hired additional Designers and 1 Developer to support online brand initiatives.
- Designed Web Banner marketing campaigns.

MENTOR

PEPPERDINE UNIVERSITY

January 2012 – March 2012 | Los Angeles, CA

- Students developed 3 separate ad campaigns with 3 separate student teams. Client/Ad Agency type model.
- Mentored, collaborated and advised students with direction and ideas to help inspire new perspectives on their own concepts/ideas.
- Social, gorilla, print, web, allocated budget.
- Reviewed student work from concept, creative, design, market strategy, message and cost of ad strategy/time/conversion.

CO-FOUNDER, PRODUCT MANAGER, SENIOR UI/UX/VISUAL DESIGNER

ITSGOINON, INC.

January 2009 – May 2012 | Los Angeles, CA

- Conceptualized new innovative mobile and internet application technology for entertainment.
- Spent 3 months researching market and opportunities.
- Founded initial team of CoFounders.
- Designed logo, branding, website, UI/UX, mobile applications and all additional creative.
- Filed and structured corporation and trademarks.
- Grew initial team from 3 to 6.
- Raised seed investment with CoFounders.
- Grew team from 6 people to 17 and signed partnership agreements with Magtek (<http://www.magtek.com/V2/products/secure-card-reader-authenticators/iDynamo.asp>) and Infinite Peripherals (<http://ipclineapro.com/> ...the readers in Apple's retail locations).
- Took our MyDoorman (real time patron management system) iOS application to market and closed 41 new accounts in Los Angeles & Orange County the first 4 months after releasing to iTunes market place.
- KTLA News aired a 3 minute video piece on our application at a few accounts in Downtown Los Angeles. The reporter challenged us on privacy (which came up often). Our establishments and the patrons that entered the establishments supported our application.
- Released V2 Products.
- Signed partnership agreements with TriArc Events and iLeftWord Entertainment.
- Worked with WME (William Morris Endeavor) to package up our company into a reality TV show based on young internet entrepreneurs setting out to disrupt the hospitality/entertainment industry with new technology. I was against it at first but I entertained it with my partners and looked at it from a brand marketing perspective to gain faster user adoption and downloads.

WEB/MOBILE ECOMMERCE CONSULTANT & VISUAL DESIGNER

PACSUN, INC.

November 2010 – January 2011 | Orange County, CA

- Developed new B2C mobile application strategies to drive new sales to shop.pacsun.com.
- Focused attention around Geo-Targeting, Geo-Fencing and push notifications to market information intelligently to customers without having to use third party advertising networks.
- Developed new ideas on integrating digital experiences into PacSun retail stores through mobile devices using NFC and RFID technology as well as geo-targeting.
- Strategically consulted CMO to focus and allocate \$500K holiday online ad buy campaign budget to Facebook that converted to \$1.5M in 7 days.
- Introduced Facebook Mobile Texting platform to Marketing Team that gave PacSun another free advertising channel to reach brand enthusiasts.
- Trained Ecommerce Design Department how to design to web and mobile standards.
- Designed additional online creative to support initiatives.

WEB/ECOMMERCE CONSULTANT & VISUAL DESIGNER

FOX HEAD, INC.

October 2010 – November 2010 | Orange County, CA

- I was brought in to help launch their new website and Ecommerce platform.
- Consulted on user engagement and acquisition models, UI/UX Design, and new mobile application concepts for engaging their audience.
- Reworked product description pages (PDP) on Ecommerce website.
- Ran QA on new code features and reported back to development team with detailed instructions on how I was able to break code.
- Designed category landing page headers for new website launch.

SENIOR WEB DESIGN LEAD, INTERACTIVE MEDIA/FLASH DESIGNER & DEVELOPER

HURLEY, INT. (NIKE Corp.)

July 2008 – September 2010 | Orange County, CA

- Designed 2010 Nike/Hurley/Cons US Open of Surfing Website and iPhone/iPad application.
- Designed 2009 and 2010 Hurley Pro Website and iPhone/iPad application.
- CoProduced live web show, Sliders TV.
- CoConceptualized Hurley “Microphone For Youth” on-line T-Shirt Design Contest.
- Designed pro surfer Rob Machado’s 1st Foundation Website.
- Conceptualized, Designed, Animated and Developed Hurley Music Website. (Flash)
- Conceptualized, Designed, Animated and Developed Hurley True Performance Website. (Flash)
- Conceptualized, co-designed, animated and developed artist Alex Pardee’s “Night of the Treeple” collaboration website. (Flash)
- Designed, animated and developed Hurley Jeans website. (Flash)
- Followed and interviewed pro rider Ivan Tedesco on the west coast 2010 AMA Supercross circuit.
- Co-developed Hurley social media initiatives.
- Shot photography for brand events.
- Designed majority web banner marketing campaigns. (Flash)
- Worked hand in hand with marketing to carry out online initiatives.

PRODUCTION ARTIST / MANAGER

GRAPHIC INK

April 2008 – July 2008 | Orange County, CA

- Produced color separations for art files in illustrator and photoshop.
- Set up pantone colors for printing.
- Resized artwork and films for production.
- Printed films for screens.
- Designed artwork for multiple companies.
- Assisted art director where I designed all overflow work to meet deadlines.

EDUCATION:

THE ART INSTITUTE OF CALIFORNIA - ORANGE COUNTY

WEB | MOBILE | GRAPHIC DESIGN & DEVELOPMENT

2004 - 2008 | Bachelor of Science program

Focused on Interactive Web Application Design and Development for new technologies. Relevant knowledge and experience in multiple programming languages across different platforms. Main focus was designing new forward thinking ideas, multiple platform innovation, new product development and over all industry trends. Additional focuses in online and mobile user psychology with strong interest in online consumer trends and behaviors. **Did not complete. Student loan funding ran out. Missing a few credits to graduate.**

SADDLEBACK COLLEGE

BUSINESS & LAW

2003 - 2004

Transferred to The Art Institute of California - Orange County.