

# PATTI FREEMAN

WWW.PATTIFREEMANDESIGN.COM

PATTIBEHZAD@GMAIL.COM

917 572-7464

## EDUCATION

### UI/UX DESIGN SPECIALIZATION

California Institute of the Arts  
Coursera, Online

### GOOGLE UX DESIGN SPECIALIZATION

Google  
Coursera, Online

### B.S. IN TEXTILE ENGINEERING CONCENTRATION IN DESIGN

North Carolina State university  
Raleigh, NC

## SKILLS

### UX Design

Contextual Research  
Information Architecture  
Wireframing  
Usability Testing  
Rapid Prototyping  
Responsive Design  
Experience Mapping  
Storyboarding

### UI Design

Visual Design  
Design Systems  
Iconography User  
Interface Design  
Typography & Color

### Software

Figma  
Adobe XD  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

Sketch  
Balsamiq  
Windows XP  
Mac OS X  
Excel  
Salesforce

French - fluent

## ABOUT ME

I am pivoting into UI/UX from a background in Interior Design, Fashion Design and Sales. It is inspiring to discover how I can apply my skills to the UI/UX process. All of these fields require listening to the client carefully, understanding their needs and being able to find a solution that meets their needs as well as aligns with their brand. I am passionate about defining the elements of a project and piecing them together into an aesthetically pleasing, viable digital product.

I have applied these skills in the research, design and prototype creation in my portfolio case studies. I continue working on design challenges to improve my software skills and to increase my knowledge of UX/UI trends so that I will be part of the change, growth & customer satisfaction.

## PROJECTS

### Hash & Mash Restaurant Mobile Delivery App

August 2020 - November 2020

Responsibilities: User research, wireframing (Balsamiq), low and high-fidelity prototyping (Adobe XD).

### PariFleur Mobile App for a florist in Paris

April 2020 - August 2020

My role: UX designer creating an app for Parifleur Florist from conception to delivery.

Responsibilities: User research, wireframing, prototyping (Figma), conducting usability studies and iterating on design making sure to consider accessibility.

### Art Museum Ticket Purchase & Reservation User Flow

September 1 - 15, 2021

My role: UX designer leading the development of the Art Museum website.

Responsibilities: User research, wireframing, prototyping (Adobe XD), conducting usability studies and iterating on design making sure to consider accessibility.

### Dedicated Mobile app & Responsive Web Design for Code Purple Nonprofit

September 25 - October 9, 2021

My role: UI / UX designer leading the development of the Code Purple app and responsive website.

Responsibilities: User research, wireframing, prototyping (Adobe XD), conducting usability studies and iterating on designs for dedicated app and designing the responsive website.