

# Patrick Gaarder - Designer

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## Summary

Tools and Skills: Figma, Sketch, Adobe CC (InDesign, Photoshop, Illustrator), Print Design, Wireframing, Prototyping, Heuristic Evaluation, Competitor Analysis, User Research, Usability Testing, User Interviews

## Experience

April 2020 - August 2020

### **Orange County Board of Supervisors - COVID-19 Outreach Graphic Designer**

- Designed outreach materials to raise awareness of COVID-19 mitigation measures.
- Targeted materials for reopening business owners and young students working through distance learning.

November - December 2019

### **StageAgent - UX Designer**

- Conducted user research to gauge interest and user need for potential new products
- Designed a prototype for a mobile application version of the service
- Redesigned PRO subscription upgrade flow to facilitate subscription based on problems found in research

November 2019

### **Code For The City UX Redesign (Team Concept Project) - UX Designer**

- Simplified the onboarding process to reduce friction and make the organization more open to non-technical participants
- Conducted heuristic evaluation and comparator analysis to identify pain points
- Designed wireframes for a redesign addressing the usability problems found in research

March 2017 - June 2017

### **Orange County Board of Supervisors - Community Outreach Graphic Designer**

- Redesigned print materials for the supervisor's community outreach to link local residents with government services, with a circulation of 5,000 copies in three languages
- Engaged stakeholders in the process to ensure the content was relevant and clear for a diverse audience

June 2017 - December 2017

### **Brea First - Graphic Designer**

- Designed print advertisements for local newspapers and community engagement materials to drive engagement and visibility for a new local nonprofit

## Education

September 2013 - September 2017

### **University of California, San Diego - Visual Arts (Studio)**

October 2019 - December 2019

### **General Assembly - User Experience Design Immersive**