

Patrick Loughlin

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Phone number available upon request.

SUMMARY

Product Designer with rare combination of fine arts, technical ability, understanding of psychology of visual design and color, and vast professional experience in leading art departments and creating human-centered designs.

TECHNICAL SKILLS

Photoshop

Illustrator

InDesign

XD

Muse

Dreamweaver

After Effects

Premiere Pro

Chat-GPT prompting

AI visual Image Prompting with Dall-E, Bing and others.

Brand Expression

Sketch

Figma

Maya

V-Ray for Maya

Typography

HTML

CSS

Microsoft PowerPoint

Microsoft Office

Sketching

Ideation

Presentation Graphics

Prototyping

Product Design

Mobile Design

Creativity

EXPERIENCE

Freelance (January 2017 - Present)

- Worked with small businesses to develop brand identities, style guides, overhaul websites, and update UX/UI Human-Centered Design.
- Developed 3D scanning and 3D printing capabilities for client projects.
- Filmed and Edited a 15-part online business course.
- Freelance work for Halo.com, Allytics, and other non-disclosed clients.

Microsoft Contract: Product Designer 2, Alias v-plou, Microsoft group WDG-Windows Devices and Games

Entirenet (May 2015 - October 2016)

Xtreme Consulting (July 2012 - May 2015)

- Led art department to collaborate and meet all design and illustration needs for Xbox, Surface, and Band's support websites.
- Took part in user testing of UX/UI and made updates on the fly based on user feedback.
- Reorganized the process of creating illustrations and organization for thousands of images.
- Interviewed additional graphic designers, delegated projects, and art directed them during high demand times before product launches or user testing.
- Prototyped new human-centered designs for support.xbox.com website for user personas testing.
- Created numerous icons, improved UX/UI human centered interface design with wireframes to full rendered designs.
- Created style guides, branding, icons and prototyped interfaces for support.xbox.com website, following brand guidelines.

The Creative Group (1999 - 2002): Graphic Designer

- Freelanced throughout Boston and the surrounding areas.
- Designed numerous websites, advertisements, brochures, books, and PowerPoint slides.
- Major clients include: Houghton Mifflin, Akami, The Learning Company, Fleet Bank, Mattel, New England Medical Center

SMASH Advertising (1999 - 2002): Graphic and Motion Designer

- Designed web, print, and outdoor campaign advertisements for major national campaigns as well as 3D modeling.
- Trained in After Effects and animation as well as various marketing strategies.
- Created motion effects for documentaries on the History Channel.
- Major projects include: The History Channel, NBC Sports, Ringling Brothers Circus, Jamie Foxx Show, Oxygen Television

MAQ Consulting- Microsoft Contract June 2010 - July 2012

Product designer, alias v-plou, Microsoft group WDG-Windows Devices and Games

- Led the art department to collaborate to meet all the design and illustration needs covering the support websites for Xbox, Surface, and Band -<https://support.xbox.com/>
- Took part in user testing of UX/UI and made updates on the fly based on user feedback.
- Reorganized the process of creating illustrations and organization for thousands of images.
- Creating style guides, branding, icons.
- Prototyping Interface designs for support.xbox.com website for user testing.

FliiPixel, LLC 2004 - 2010

Founder and Creative Director

The main industry in Charleston, SC was real estate.

- Worked with realtors to develop logos, Powerpoint decks, UX and UI websites and mailers.
- Recruited and hired PHP developers to create scripts to download the MLS database every night for real estate searches.
- Sold MLS database subscriptions, domain names and hosting space to the to the realtors creating passive income.
- Worked with top architects to create photorealistic 3D models rendered to show how work would look in a completed state for customer engagement.
- Hired by many Charleston area startups to create logos and websites.

Major clients include: **Charleston Aquarium, Blue Ion, Gee Creative, Weichert Realty**

Atari 2002 - 2004

Graphic Designer

- Visual Designer - video game packaging, cover art, logos, and typography.
- Collaborated with top comic book illustrators in the business.
- Created collateral material, such as magazine ads, cardboard stand-ups, and trade booth graphics for PS2, Xbox, Gamecube, and PC video games.

Major clients include: **Enter the Matrix, Godzilla, Deer Hunter, Unreal, Roller Coaster Tycoon 2, Pac-Man**

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EDUCATION

University of Connecticut, Storrs Connecticut

- Bachelor of Fine Arts Degree
- Concentration in Painting and Photography
- Additional online training in UX/UI