

PATRICIA GRULLON

PRODUCT DESIGNER

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career objective

Experienced in Industrial Design, I bring a unique perspective to Digital Product Design. Collaborating seamlessly with design and engineering teams, I specialize in creating a user experience that integrates intentional aesthetics, micro-interactions, and design system principles for product continuity. Fueled by a passion for innovation and elegant solutions, I offer a distinctive approach that blends design with human behavior. If you're seeking someone with a keen eye for aesthetics and a commitment to product coherence, I'm ready to contribute to shaping the future of digital experiences with your team.

Let's embark on this creative journey together!

skills

- Mockups and Prototypes
- Cross-functional Team Collaboration
- Delightful Interactions
- Project Scope Evaluation
- User Research
- Information Architecture
- Analytics and VoC to Inform Design
- Analytical Skills
- Quantitative Research
- Experience Design System style guidelines
- User Needs Assessments
- Agile Iterative Design
- E2E journey SME
- Software: Figma, Sketch, miro and Adobe CS
- Metrics Analysis
- Connecting E2E journey and strategy
- Usability Testing

experience

Sep 2022 - Present

SENIOR UX CONSULTANT

TIAA, Remote, New York City

- Lead end-to-end design efforts for large-scale digital experiences for B2B financial products
- Currently the focus is on site-wide Foundational and
- Product specific journeys to deliver best in

education

Jan 2000

MA IN INDUSTRIAL ARTS

San Francisco State University

class digital experiences

- Analyze and evaluate current user interfaces to propose usability improvements
- Audit B2B platform and conduct in-depth research and discovery activities (e.g.: heuristic evaluations, competitive analysis, usability studies, working sessions) to build empathy and understand user goals, motivations and behaviors
- Analyze user behavior and feedback to inform product development decisions
- Collaborate daily with Executive level leadership to contribute expertise that drives user-focused success metrics and define success metrics for measuring the effectiveness of designs
- Create detailed reports on UX research findings and recommendations to aid in agile design iterations and inform designs
- Collaborate with developers to implement interactive elements into the product interface
- Provide ongoing mentoring to newly hired UX Designers and also the team to coach, and cultivate user centric design skills and practices

Apr 2013 - Jun 2020

CREATIVE LEAD - UX/UI DESIGNER

Franklin Templeton, Remote, California

- Managed a lean graphics team located in Poland to allocate work and meet deliverables taking advantage of time zone differences
- Completed B2B and B2C discovery, design and deployment of the EDS (Experience Design System) collaborating with an international team across 4 time zones (San Francisco, Miami, London and India)
- Determined design requirements and analyzed user feedback to improve design quality
- Developed site flows, application models, image templates, and page templates to meet project goals, user needs, and industry standards

- Ongoing refinement and implementation of the EDS decreased bounce rates from 35% to 6%
- Growth of customers registration grew from 91% drop-off rate to under 50%
- Created user flows, low-fidelity mockups, wireframes and prototypes to develop intuitive user interfaces for rapid prototyping of new ideas
- Researched industry trends and conducted competitor analysis to inform design decisions
- Collaborated with developers to implement interactive elements into the product interface
- Developed new visual design concepts and modified concepts based on stakeholder feedback
- Participated in, created and facilitated collaborative ideation sessions with cross-functional partners and leadership
- Wrote and edited technical documentation for the Experience Design System

Jan 2003 - Apr 2012

MANAGING CO-OWNER

IDY Creative, Fort Lauderdale, Florida

- Consulted with various large agencies such as Leo Burnett, Royal Caribbean internal agency, Ogilvy and other smaller agencies catering to the Latinx market
- New Product Launch, Product Strategy and Product Insight for digital and tangible products
- Developing experiences with emphasis in Product Brand Development and Implementation
- Provided thought leadership to inspire work, divergent thinking and ongoing business-building product and marketing ideas
- Initiated market research studies to analyze findings
- Implemented best practices related to brand management across multiple platforms and media

- Conducted extensive research to evaluate customer needs and preferences, enabling the development of tailored marketing campaigns
- Hands-on manufacturing supervision and file management for tangible products considering cost containing while maintaining user satisfaction
- Conducted post-evaluation of activities to extract insights and recommend changes for future brand activity
- Conferred with legal staff to handle copyright infringement or royalty sharing issues

Jan 2004 - Sep 2012

FACULTY MEMBER

The Art Institutes, The Art Institute of Fort Lauderdale, Fort Lauderdale, Florida

- Taught 8 university level courses over 8 years while Managing and co-owning IDY Creative design studio
- Introduced 5 new classes in the curriculum for Industrial Design, User-Centered Design, Business of design and Human Factors
- Researched and assessed needs and trends in the curriculum to suggest changes based on industry trends and new technologies
- Participated in the Faculty Development Committee and conducted workshops for faculty
- Developed and implemented instructional strategies and developed training courses for faculty to improve teaching skills and curriculum
- Assessed learners' abilities to identify areas of improvement and develop appropriate learning plans accordingly
- Utilized technology-based tools such as online portals, webinars, virtual classrooms and video conferencing software to deliver courses

languages

SPANISH

Native

references

References available upon request

community service

Jun 2021 - Sep 2022

MENTAL WELLNESS COUNSELOR | Seminole tribe of Florida, Big Cypress Reservation
Delivered presentations on various wellness topics to increase health education and awareness. Maintained accurate records of all client interactions using electronic medical record systems. Provided crisis intervention services when necessary such as referrals for additional therapeutic interventions.

Sep 2020 - Jun 2021

FAMILY EDUCATION CLINICIAN | Henderson Behavioral Health, Fort Lauderdale, FL
Developed and implemented family education programs to support healthy function. Supported the implementation of evidence-based interventions designed to improve parent-child relationships and foster positive family relationships.