

PATRICIA GRULLON

305.975.6064 | patriciagrullon@me.com | patriciagrullon.com

EDUCATION

San Francisco State University, CA
Master of Arts In Design And Industry

"Product Design And Visual Communication"

Nova Southeastern University, FL
Master of Science In Psychotherapy

"Systems Theories"

Unapec University, Santo Domingo
Bachelor of Science In Advertising Design

"Advertising And Graphic Design"

SKILLS

tools

Figma
Balsamiq
Adobe Creative Cloud
Photography
Office: PowerPoint, Excel, Teams

design

Experience design systems
Visual design, typography
Brand management & development
Sketching, Illustration
Data visualization

ux methods

Contextual inquiry, user interviews
Persona and scenario development
Wireframing
Prototyping and Usability Testing

project

Production workflow
Metrics
Systemic approach

languages

Fluent in English, Spanish
Basic French

WORK

UX/UI Designer. Graphics Supervisor

Franklin Templeton

April 2013 - Present

_Designed the Experience Design System (EDS) collaborating with an international team across 3 time zones. EDS developed using atomic UI methodology.
_Developed and presented templates and prototypes including desktop and mobile pages. Designed responsive and complex data tables for funds incorporating user research and usability tests to improve data delivery, legibility and contrast.
_Collaborated with Product Manager, developers, UX Architect and brand team to validate design and research. The system and the new templates will be rolled out in September.
_Supervise and coach a graphics team located in Poland to maximize efficiency taking advantage of various skills and time zones.
_Created and enhanced effective visual content (including printed and digital layouts, infographics, and custom illustrations) to meet business objectives, comply with global branding standards, and provide effective design solutions.
_Fluidly transition content between print and on-screen graphics, media types, and production platforms—strategically supporting brand messaging and positioning.

Design Consultant

Brand Tango

November 2012 - March 2013

_Consulted designing and producing high-end packaging, POP, press kits and digital strategic marketing materials for a variety of services and consumer products.
_Accurately executed marketing materials that required complex finishes and production procedures while maintaining brand identity.

Freelance Designer

Pinpoint Communications

November 2012 - March 2013

_Consulted designing and producing retail packaging, POP, and marketing materials for a variety of services and consumer products.

Creative Director/Founder

Idy Creative, Inc.

October 2005 - September 2012

Principal and co-founder of Idy Creative, Inc. Specialties: Package design, 3D Prototyping and Brand Identity.
_Led the creative direction for most projects. Managed, acquired, trained and inspired a diverse team.
_Communicated with clients and documented design requirements to manage project workflow.
_Implemented corporate marketing strategy for the studio. Designed corporate brand ID, website, marketing materials and internal forms and processes.

Faculty

The Art Institute Of Fort Lauderdale

January 2005 - December 2012

_Faculty for Bachelor level classes in areas of the curriculum for Industrial, Graphic, and Interior Design. Developed and taught Psychology of Color class.
_Developed and implemented 5 new elective classes in the areas of Product Brand, Package Design and Business aspects of design.