

# Selena Patterson

SENIOR VISUAL DESIGNER

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## Portfolio

[www.selenapattersondesign.com](http://www.selenapattersondesign.com)

## LinkedIn

[www.linkedin.com/in/selena-patterson](http://www.linkedin.com/in/selena-patterson)

## Schedule Meeting

[www.calendly.com/spttrs5/30min](http://www.calendly.com/spttrs5/30min)

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**Innovative, customer-focused, and creative Visual Designer with a proven track record of creating compelling multimedia designs that align with customer needs, business goals, and technology. Possess a passion for resolving issues/user-facing challenges utilizing emerging technologies for print and digital products. Recognized for decisive leadership of design teams and a collaborate approach, consistently exceeding project expectations and fostering inclusivity.**

## Skills

Creative Direction, Web Design, Mentoring, User Centric Design, UI Design, UX Design, User Testing, User Research, Animated Graphics, Product Design, Mobile App Design, Prototype Creation, Brand Design, Design Thinking, Interaction Design, Design Principles, Multi-Disciplinary Collaboration, Business Strategy Presentations, E-commerce, Communication, Problem Solving, Visual Storytelling, Client Consultation, System Design, User Experience, Design Standards, QA, External Communication, Artificial Intelligence, Troubleshoot Issues, Influence, Ownership

## Technical Skills

Adobe Creative Suite, Celtra, Creatopy, Figma, Sketch, InVision, Miro, JIRA, Keynote, Web Applications, Xbox & Android, tvOS, iOS, Roku, Social Media (Facebook, Instagram, Pinterest, etc.), Office365 (PowerPoint, Word, Excel), HTML, CSS

## PROFESSIONAL OVERVIEW

2025, **Brand Guidelines Expert**, Microsoft, Redmond, WA

- Design and final delivery of social media placements for Microsoft Learn's Instagram account.
- Review user data and apply design solutions to increase engagement from 3K-66K followers.

2019 - 2024, **Senior Visual Designer**, Sinclair Digital, Seattle, WA

- Directed a successful rebrand of Sinclair's job resource website and internal MediaKit including UX and responsive visual redesign (90% of users reported success rate in improvement).
- Led west coast ad design (33% of all ad revenue) for all associated local news stations websites for desktop & mobile.
- Delivered a News Web gamification product in collaboration with product developers and UX designers (20% traffic increase target goal).
- Created high quality graphics/ads for Roku, social media (Facebook and Instagram), emails, logos, and presentations.
- Developed 33% of animated/static banner graphics for local news sites (KOMO, KBOI, etc.)
- Spearheaded the design of new products and advertisements, ensuring client goals and requirements were met through effective communication.
- Generated progress reports for assigned projects and delivered results to management and clients.

- Formalized business documents/presentations for the Sales and Marketing team.
- Oversaw production and design management of company website and job search.
- Successfully delivered creative assets to digital and print distributors.

2018 - 2019, **Visual Designer**, POP, Seattle, WA

- Designed and delivered final high-quality graphics and web ad placements for Target's feature site and social media accounts (Facebook, Instagram, Pinterest).
- Executed responsive layouts for Target.com, desktop and mobile.

2018 - 2018, **Production Artist**, Amazon Web Services, Seattle, WA

- Accomplished high-quality infographics/background graphics to showcase an AWS product offered by Amazon, as well as represent each product on the product's feature website page.

2016 - 2018, **Production Artist**, Microsoft, Seattle, WA

- Directed the production design of wall display graphics and advertising banners for Microsoft and products (Office365, Xbox, Windows, Surface) to ensure alignment of campaigns.
- Oversaw activities of a Production team overseeing projects, the digital framework, and collaborations from kickoff to delivery.
- Guided client on best practices/processes for delivery across Microsoft channels.
- Delivered final graphics and handed them off to print and digital distributors.

2012 - 2016, **Visual Designer**, Nordstrom, Seattle, WA

- Concepted Nordstrom catalogs, Encore Mailer attachment, and advertising banners for print, digital, and emails, including handoff to distributors.
- Implemented email design and static banner graphics.
- Produced internal/external business documents for the styling team.

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### **Publication (Book Cover Design)**

"Food Freedom: A Year of Growing and Foraging 100% Of My Food." - Published August 2024 with Robin Press.

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## **EDUCATION AND CREDENTIALS**

Art and Communications – Cornish College of the Arts  
SAFe® Scrum Master