

Selena Patterson

SENIOR VISUAL/PRODUCT DESIGNER | PRODUCTION & PROJECT MANAGEMENT

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Portfolio	LinkedIn	Schedule Meeting
www.selenapattersondesign.com	www.linkedin.com/in/selena-patterson	www.calendly.com/selenathedesigner/30min

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 digital and video products. Recognized for decisive leadership of design teams and a collaborative 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 (AI), Influence, Ownership

Technical Skills

Adobe Creative Cloud - Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Figma, Figma Make, Celtra, Creatopy, Sketch, InVision, Miro, JIRA, Gifs, Keynote, Web Applications, Xbox & Android, tvOS, iOS, Roku, Social Media, Facebook, LinkedIn, Instagram, Pinterest, TikTok, YouTube, Office365, PowerPoint, Word, Excel, HTML, CSS, Copilot, Claude Code, ChatGPT, Color Management, Data Assessment

PROFESSIONAL OVERVIEW

December 2024 - October 2025, April 2026 - Present, **Graphic Designer**, Microsoft, Redmond, WA (Contract)

- Reviewed engagement data and strategized design solutions to increase traffic for Microsoft Learn on Instagram and LinkedIn. Increased follower count on Instagram in 2025 from 3K-70K.
- Defined style guides, image libraries, and visual systems across digital products with cross-channel teams.
- Brand design and final delivery of educational social media posts promoting Copilot, Microsoft’s feature AI tool, on Instagram and LinkedIn.

May 2019 - June 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).
- Photoshop of 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.

August 2018 - May 2019, **Visual Designer**, POP, Seattle, WA (Contract)

- Photoshop and delivery of 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.

May 2018 - August 2018, **Production Artist**, Amazon Web Services, Seattle, WA (Contract)

- 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.

July 2016 - April 2018, **Production Artist**, Microsoft, Redmond, WA (Contract)

- 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 editorial graphics with specified bleed, and handed them off to print and digital distributors.

March 2012 - June 2016, **Freelance Designer**, Seattle, WA (Freelance)

- Project management and design of catalogs, advertising banners for print, digital, and emails, including handoff to distributors.

August 2012 - February 2015, **Visual Designer**, Nordstrom, Seattle, WA

- Concept and development of 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.

Publication (Book Cover Design)

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

Awards

Above the Line of Excellence, Q3 2021, Sinclair Digital

EDUCATION AND CREDENTIALS

Art and Communications – Cornish College of the Arts, BA

SAFe® Scrum Master