Patrick Spiers

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Professional Summary

As a UI/UX designer and art director for print, video, and branding, I specialize in crafting experiences that resonate with your audience. My approach is client-focused and outcome-driven, ensuring every project reflects your unique values and goals through thoughtful strategy, design, and execution.

Professional Experience

Sr. UI/UX Designer | Tempur Sealy International | March 2021 – Present

- Led the design of wireframes, prototypes, and high-fidelity mockups for e-commerce and marketing platforms

- Partnered with product, dev, and marketing teams to deliver data-driven, user-centered solutions across web and mobile

- Improved site usability, accessibly and conversion

Art Director | HighNote | March 2016 – March 2021

- Oversaw brand development and high-end marketing campaigns across sectors like healthcare, finance, non-profits and education

- Directed cross-functional teams of designers, writers, developers, and print/signage production from concept to final delivery

- Won multiple design awards - AIGA Awards (6×), AIGA Honorary Awards (2×), AIGA Judges' Choice Award (1×), LGDA Awards (2×), Mohawk Print Excellence Awards (2×), Trailblazer Award (1×)

- Presented creative strategy directly to stakeholders and clients, increasing retention and trust

- Mentored junior designers and interns, offering critiques and coaching

Sr. Graphic Designer | HighNote | March 2013 – March 2016

- Designed integrated campaigns across print, web, and social channels

- Developed scalable visual identities and style guides for regional brands

Junior UI/UX Designer | Lexmark | Jan 2012 – May 2012

- Supported UI/UX design for internal tools and e-commerce platforms

- Participated in design reviews and collaborated with developers to refine interfaces, as well as providing new digital assets.

Designer | Rocky Top Log Furniture | June 2011 – Jan 2012

- Created marketing collateral for retail and online promotions

- Conducted product photography and improved the usability of the company website

Education

Bachelor of Fine Arts (BFA), Graphic Design | Eastern Kentucky University

Skills

UX & UI Design:

User Research & Personas, Journey Mapping & User Flows, Wire-framing & Prototyping (Figma, XD), Accessibility (ADA), Responsive & Mobile Design, A/B Testing & Usability Testing

Visual & Brand Design:

Creative Direction, Branding & Identity Systems, Typography & Layout, Design for Print & Packaging, Illustration & Iconography, Color Theory & Visual Hierarchy

Tools & Technology:

Figma, Adobe XD, Photoshop, Illustrator, InDesign, FigJam, HTML, CSS, VS Code, Premiere Pro

Business & Strategy:

Stakeholder Presentation & Buy-in, Client-Facing Communication, E-commerce Design, Agile Collaboration, Mentorship & Team Leadership, Freelance & Time Management