Patrick Westendorf · Principal UX Designer

📌 Clyde, MI ✉ pwwesten@gmail.com 🎨 Portfolio in Linkedin

Summary ABOUT ME

- 18+ years of experience
- Expert in simplifying complex workflows and data-driven design
- Led research / design for applications of all sizes, small tools to enterprise platforms
- Strong cross functional collaborator

Experience WORKS

Dell Technologies
Principal UX Designer · Nov 2022 - Present
Round Rock, TX

- **72% reduction** in multi-cluster Kubernetes deployment time and **$10M projected revenue** by 2025 as lead designer for APEX Navigator for Kubernetes SaaS portal
- Reduce deployment time from **weeks to hours** by designing an intuitive end-to-end UI for setting up storage management nodes and software
- Increased product teams collective understanding of the design by fostering cross-functional collaboration

Springboard
UX Mentor · Sep 2022 - Present
Remote

- Guide mentees in core UX skills, including research, design, and usability testing.
- Provide actionable feedback on projects, helping mentees develop practical, user-centered design skills.

Comerica Bank
Principal User Experience Designer · Jun 2019 - Nov 2022
Auburn Hills, MI

- **50% increase** in customer satisfaction and **12% higher** conversion rates leading UX research and design initiatives across Retail, Business, and Wealth businesses.
- **40% greater** scalability and **25% faster** time-to-market by implementing the Comerica Bank design system.
- **20% reduction** in handoff issues by creating a UX playbook that standardized processes.
- Improved cross-team collaboration, product development, and user satisfaction by leading company-wide UX and dual-track agile advocacy.

General Motors
Sr. Product Designer · May 2018 - Jun 2019
Warren, MI

- **20% increase** in usability by leading user research and testing, refining designs based on insights, and enhancing future product iterations.
- **25% increase** in design efficiency by optimizing UX team workflows, reducing turnaround time, and improving overall quality.
- Increase in actionable ideas generated by facilitating design thinking workshops, leading to clearer problem definition and faster decision-making.
- Improved stakeholder alignment by providing UX leadership across teams, driving innovation, collaboration, and delivering high-impact design solutions.

GE Digital
Sr. Interaction Designer · Dec 2015 - May 2018
Lead Interaction Designer · Nov 2012 - Dec 2015
Van Buren Twp, MI

- Oversaw design projects of diverse scales in cross-functional environments, coordinating documentation and communication using wireframes, mockups, and requirement gathering.
- Facilitated stakeholder workout sessions for needs assessment, coached team members on agile/lean UX methodologies, and offered mentorship to junior designers.

Electric Power Research Institute
Interaction Designer · Jun 2009 - Nov 2012
Charlotte, NC

- Developed wireframes for websites, interpreted analytics and reports to improve content and usability, conducted usability evaluations, established EPRI design standards site, and crafted an Axure widget library for streamlined wireframing/prototyping processes.

Trend Micro
UI Designer · Apr 2008 - Jun 2009
Cupertino, CA

- Designed user interfaces for multiple enterprise products, delivering high-fidelity interactive prototypes and specifications aligned with marketing, project, and usability evaluations.

Oracle
Usability Engineer · Oct 2007 - Apr 2008
Redwood Shores, CA

- Performed qualitative and quantitative usability assessments on designs, offering recommendations grounded in findings analysis.

Design SKILLS

- Information Architecture
- Interaction / Visual Design
- Prototyping
- Design Systems
- Data Visualization
- User Research
- Design Thinking

Tools TECH STACK

Figma Sketch Protopie Axure Miro UX Pin

Education

Human Factors Engineering
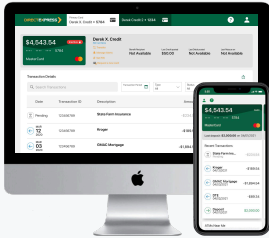San Jose State University · CA
2009 · Master's Degree

Psychology
Saginaw Valley State University · MI
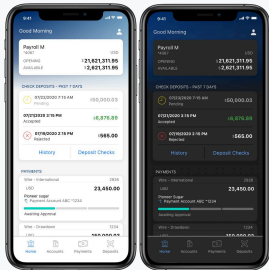2006 · Bachelor's Degree

Highlights PORTFOLIO
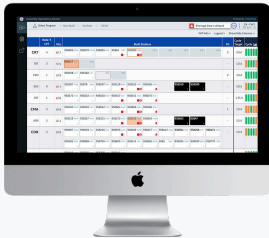
Direct Express
Manage your money securely on mobile.
App store rating **4.7**

Treasury mobile
Swiftly access company account information and approve payments.
App store rating **4.6**

Ops Advisor
Utilize real-time digital insights to enhance operational efficiency.
22% increase on time delivery
12MM savings