Tom Patzelt
Sr. UI/Visual Designer

www.tpatzelt.com
tompatzelt@gmail.com

Education
Columbia College, Chicago
Bachelor of Arts, 2003

Location
Denver, CO

Software
Adobe Audition CC
Adobe AfterEffects CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Firefly (AI)
Adobe Photoshop CC
Adobe Premier CC
Adobe XD
Figma
GIMP
Sketch

Tools
Axure
Asana
Basecamp
Epsilon
Google Analytics
ProofHQ
Workfront
ZeroHeight

Code
Bootstrap
CSS
HTML
Javascript
jQuery

Communication
English (Fluent)
Spanish (Fluent)
Italian (Intermediate)

Cognizant
Sr Visual Designer — 12/2020 - 9/2024

Part of the team of rebranding and global design process for Cognizant, ensuring consistent UX across regions. Helped maintained a UI design library that was used by designers and marketers across the organization. This was built in Figma and also used ZeroHeight to bring in these design components into brand guideline documentation in one central location for associates to access globally. Trained designers globally to localize content across regions. Created templates and training materials for various assets such as social media, HTML email templates and HTML5 display ads.

Robert Half (Creative Group)
Visual Designer — 6/2018 - 12/2020

Full time, salaried conulltant in the Denver/Boulder area specializing in UI/Visual Design for short/long term projects and deliverables.

IBM - Austin
Visual Designer — 3/2018 - 5/2018

Whole Foods Market - Austin
Sr. UI/UX Designer — 7/2017 - 3/2018

Lead UI/UX Designer for all 365 by Whole Foods emails including creation of both a visual and HTML email UI pattern library that is used throughout all stores and regions. Creation of in-store digital displays and screens. Create email & print sales ads.

OpenSymmetry - Austin
Front-End Developer/Visual Designer — 2/2016 - 6/2017

Design and develop content for website, HTML emails, print and lead-generation page design. Created wireframes and prototypes for landing pages

Tom Patzelt Creative - Austin, Chicago
Sr. Visual Designer — 5/2013 - 1/2016

Design and develop interactive media for Retail and Advertising agencies including Ace Hardware, Arc Worldwide, Callaway Golf, Dell Computer, General Growth Partners, nFusion, Sears, Solarwinds, and Whittman Hart. Work included: Art Direction and responsive design for websites, microsites, banners, html emails, websites, social media, video production and print.

Dell - Austin
Sr. Interative Designer — 3/2009 - 5/2013

Creation of digital, global content including banners, html emails, video/audio editing, microsites, lead generation landing pages for the US, France, Germany, China and Japan. Created a framework for a theme in the Liveball CMS platform that is align to Dell's Global brand and enabled designers and content writers and create lead generation pages resulting in better user experiences, increased business, and development time.