PATRICK DWYER

Senior UI Developer & Design Systems Expert

PROFILE

Passionate UI Developer with a proven track record in leading Design Systems initiatives. Leveraging a blend of creativity and technical expertise, I specialize in crafting intuitive user interfaces that enhance user experiences. As a Design Systems Lead, I spearhead the creation and maintenance of scalable design frameworks, ensuring consistency and efficiency across projects. With a keen eye for detail and a dedication to staying abreast of the latest industry trends, I collaborate cross-functionally to translate complex design concepts into elegant, accessible interfaces. My goal is to empower teams to deliver visually stunning and user-centric solutions that drive business success.

EXPERIENCE

Senior UI Developer & Design System Lead

Trek Bicycle, Waterloo, WI // Nov 2017 - Mar 2024

- Spearheaded the creation and evolution of a comprehensive design system, encompassing components, patterns, design tokens and guidelines to ensure consistency, scalability, and efficiency across digital products.
- Established processes for design system governance, including version control, documentation, and quality assurance, ensuring adherence to design principles and best practices.
- Utilized Storybook and Figma to design, develop, test, and document UI components through interactive stories and prototypes, facilitating rapid iteration and ensuring consistency across Trek digital applications.
- Provided mentorship and guidance to team members, fostering a culture of collaboration, innovation, and continuous learning.
- Acted in a design technologist role, bridging designers and developers in the usability standards appropriate for design, css, layout, and accessibility for trekbikes.com B2B and B2C e-commerce websites.
- Collaborated closely with cross-functional teams to gather requirements, define roadmaps and priorities, and ensure alignment with business objectives and user needs.
- Developed reusable UI components and features using HTML, CSS, JavaScript, and Vue.js within Trek's digital applications.
- Stayed abreast of industry trends, best practices, and emerging technologies, incorporating insights and innovations into our own design system and front-end standards where appropriate.

CONTACT

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TOOLS & SKILLS

HTML5 / CSS3 / JavaScript

Vue.js

Storybook

Design Tokens / Style Dictionary

Figma / Sketch / Invision

Adobe Creative Cloud

Adobe Dynamic Media Classic (Scene7)

Git

GitHub / Bitbucket

Browser Developer Tools

NPM

Visual Studio Code / Sublime Text

Jest

Jira / Trello / Confluence

Technical Writing & Documentation

SAP Commerce / Hybris

Craft CMS / WordPress / ExpressionEngine

PHP

MySQL / SQLite

EDUCATION

University of Wisconsin - Platteville

Communications Technologies Management - BA // 1995 - 1999

Freelance UI/UX Designer & Developer

Crankset Creative, Sun Prairie, WI // Dec 2016 - Oct 2017

- Successfully completed multiple custom-designed websites for diverse clients, ranging from small businesses to startups, bringing their digital visions to life through innovative design and intuitive user experiences.
- Collaborated closely with clients to understand their objectives, preferences, and target audience, translating requirements into high-quality design concepts and prototypes.
- Developed responsive and interactive front-end interfaces using HTML, CSS, JavaScript, and deployed Craft CMS, WordPress, and Expression Engine content management systems to meet client needs.
- Implemented best practices in UI/UX design to ensure optimal usability, accessibility, and performance across different devices and browsers.
- Provided ongoing support and maintenance services to clients, addressing any issues or updates needed to keep their websites running smoothly.

Senior UI/UX Designer & Developer

e-Media Resources, Sun Prairie, WI // Apr 2007 - Dec 2016

- Led the design and development of numerous websites for clients across various industries, focusing on intuitive user interfaces, clean code, and ensuring adherence to brand guidelines and usability standards.
- Implemented responsive design techniques to optimize websites for desktop, tablet, and mobile devices, resulting in improved user engagement and accessibility.
- Proficient in deploying and customizing content management systems including Craft CMS, WordPress, and Expression Engine, tailoring solutions to meet client needs and preferences.
- Implemented SEO best practices and optimized website performance for improved search engine rankings and page load times.
- Collaborated closely with clients and internal stakeholders to understand project requirements and deliver solutions that meet or exceed expectations.
- Conducted user research and usability testing to gather feedback and iterate on designs for optimal user experience.

UI/UX Designer & Developer

Netphoria, Madison, WI // Dec 1999 - Apr 2007

- Designed and developed websites across diverse industries, prioritizing intuitive interfaces and adherence to brand guidelines to enhance user engagement and accessibility.
- Deployed and customized in-house developed content management system to tailor solutions to client needs.
- Implemented SEO strategies and optimized website performance for better search engine rankings and faster page load times.
- Collaborated closely with clients to understand project requirements and deliver solutions surpassing expectations.