

PATRICK KUHL

Senior UI / UX Designer

 920 231 2818

 kuhl.patrick@gmail.com

 www.patrickkuhl.com

 Wisconsin



With nearly two decades of dedicated focus on crafting adaptive and user-centric digital experiences, I refuse to settle for the status quo. My expertise spans from laying the groundwork for robust frameworks to steering enterprise-level product designs towards modern functionality while upholding timeless UX principles.

WORK EXPERIENCES

Senior UI / UX Designer

New World Now | 2021 - Present

Led the user experience and design strategy for Insight-branded software products. Own medium to large-scale projects from concept to completion, collaborating closely with product owners, developers, and clients. Responsibilities include facilitating workshops, sketching and prototyping solutions, designing user flows, and managing the UI library to ensure visual consistency across platforms. Translate user and business requirements into intuitive, accessible interfaces aligned with WCAG standards. Apply Lean UX principles and responsive design best practices to deliver high-quality, user-centric software in an agile environment.

- Spearheaded the transformation of a 15-year-old legacy software into a mobile-first, user-centric design and progressive web app development.
- Architected Angular scaffolding and a comprehensive UI Pattern Library, streamlining rapid prototyping and ensuring development uniformity.
- Orchestrated the Accessibility Compliance Development Project, attaining a WCAG AA rating.
- Acknowledged by superiors for fostering team cohesion and excellence.

UI / UX Design Analyst

J. J. Keller & Associates | 2010 - 2020

Led key design initiatives for major SaaS products including Safety Management Suite, KellerOnline, Fleet Mentor, and Training on Demand. Guided the redesign of Safety Management Suite, delivering a fully responsive and mobile-friendly user experience. Created user personas, journey maps, and usability testing strategies to drive data-informed design decisions. Collaborated cross-functionally with developers and stakeholders to align UX strategy with business goals. Recognized with the J. J. Keller Extreme Excellence award for exceptional contributions to product quality and user satisfaction.

- Modernized legacy Silverlight applications by converting them into responsive, HTML5-based mobile web experiences, significantly improving cross-device usability.
- Championed the adoption of Sketch as a primary design tool, streamlining prototyping workflows and improving collaboration across design and development teams.
- Translated complex legacy UI components into intuitive, mobile-friendly designs while maintaining functionality and aligning with updated UX standards.

Web Developer / SEO Specialist

Thill Logistics | 2009 - 2010

Designed, implemented, and optimized targeted PPC campaigns to increase site traffic and improve conversion rates, ensuring alignment between ad copy, landing page experience, and user intent. Integrated and maintained affiliate tracking systems using web development best practices to accurately capture performance data and refine referral strategies across digital channels.

Web Developer

eBizResults | 2005 - 2009

Developed custom B2C eCommerce solutions and tailored Drupal, Joomla, and WordPress CMS platforms to meet unique client needs. Led in-person and virtual training sessions for clients and internal teams, equipping groups of up to 20 with the tools to manage and maintain their websites effectively. Collaborated closely with local businesses to design user-friendly, goal-oriented websites that enhanced their online presence and customer engagement.

SKILLS

Technical

HTML5 / CSS3
Vanilla JS
SASS / LESS
Angular 2+ / AngularJS
React
PHP

Professional

UX Research
Accessibility (WCAG)
User Journeys
Critical Thinking
User Empathy

EDUCATION

Associate of Applied Science

Web Design and Multimedia

ITT Technical Institute
2003 - 2004
Cumulative GPA 4.0

Continuing Education

Fox Valley Technical College
2007 - 2021
SQL Database design
Programming in C#
Electronics Engineering

AWARDS

J. J. Keller Extreme Excellence

J. J. Keller (2013)

COMMUNITY

Habitat for Humanity Corporate Team Member

Head Coach Oshkosh Youth Baseball

Boy Scouts Den Leader