

# PATRICIA ISNALI

## SENIOR GRAPHIC DESIGNER + ENTRY-LEVEL UX/UI DESIGNER

Hi! I'm Pat, a passionate and ambitious senior graphic designer with 14+ years of experience in creative design and production art.

### CONTACT

- coyotecactuscreative@gmail.com
- 714.872.7302
- linkedin.com/in/patisnali/

### PORTFOLIO

- www.coyotecactuscreative.com

### SKILLS

#### Technical

- Photoshop (advanced)
- Illustrator (advanced)
- InDesign (advanced)
- Adobe XD (intermediate)
- Figma (intermediate)
- Google Workspace (intermediate)
- Microsoft Office (intermediate)
- Premiere Pro (beginner)
- After Effects (beginner)

#### Design

- Creativity + Ideation
- Problem Solving
- Digital + Print Media
- Attention to Detail
- Project + Time Management
- Adaptability
- Communication
- UX/UI (entry-level)

#### Collaboration

- Monday.com
- Asana
- Miro
- Slack

### EDUCATION

- **B.F.A. Graphic Design-Illustration**  
Academy of Art University  
San Francisco, CA. May 2010
- **A.A. Visual Arts**  
Orange Coast College  
Costa Mesa, CA. May 2006

### CERTIFICATES

- **Google UX Design**  
Courses 1-7 // Coursera  
2024
- **Digital Skills: User Experience**  
FutureLearn // Accenture  
2023

### REFERENCES

- Available upon request

### EXPERIENCE

#### ENTRY-LEVEL UX/UI DESIGNER, STUDENT

COURSERA GOOGLE UX DESIGN CERTIFICATE COURSE  
NOV 2023 - MAR 2024

- Project 1: Conducted user research on camping supply store mobile app prompt to identify pain points and preferences, informing design decisions and improving usability.
- Project 1: Designed intuitive user interfaces for a mock camping supply store mobile app, focusing on enhancing user experience and ease of navigation.
- Project 2: Implemented responsive design principles to optimize the user experience across various screen sizes and devices, improving accessibility for all users.
- Project 2: Incorporated feedback from usability testing sessions and user interviews to iteratively refine and enhance the design, resulting in an intuitive and user-friendly interface.

#### FREELANCE SENIOR GRAPHIC DESIGNER, OWNER

COYOTE CACTUS CREATIVE  
JAN 2010 - PRESENT

- Working on all aspects of digital and print design including email and ad design, quick comping, animated gifs, banner resizing, image searching, photo retouching, print material and signage in addition to delivering polished design solutions.
- Organized and excellent at communicating with any team, I'm able to articulate creative rationale and vision, while being open to receiving feedback to push for excellence.
- Manage multiple projects and remain flexible through multiple revisions while keeping a keen attention to detail and meeting important milestone deadlines.
- Collaborating closely with clients to understand their unique vision, brand, and messaging, and translate that into visually compelling and effective design concepts.
- Delivering final design files in multiple formats and resolutions, ensuring that all designs are print and web-ready and meet the specific technical requirements of each project.

#### GRAPHIC DESIGNER, FULL TIME

PTTOW!  
FEB 2022 - MAR 2023

- Conceptualized and developed new branding and visual identity for PTTOW!'s and PTTOW! Next's annual summits.
- Provided design support for PTTOW! partner projects, including logos and event collateral.
- Maintained PTTOW!'s brand guidelines and ensured adherence to brand standards across all design projects.

#### FREELANCE SENIOR GRAPHIC DESIGNER, PART TIME

ALLERGAN, USA INC. / ABBVIE  
NOV 2018 - JUL 2022

- Executed graphic design, creative, and production art related to Allergan / Abbvie owned brands and marketing material.
- Maintained all company properties' unique brand guidelines and curated creative deliverables per project.
- Designed and updated Figma files for various brand properties and marketing campaigns.

#### GRAPHIC DESIGNER, FULL TIME

LOGOMARK  
AUG 2010 - JUL 2017

- Senior-level graphic designer composing various signage, print material, image enhancing & retouching, logo & brand identity, promotional and advertorial design, packaging and catalog design & layout.
- Processed and communicated pre-press/production art orders for packaging.
- Trained and lead junior-level graphic designers.