

Patrick Purdy

Strategy | Experience | Design

patrick@pjpurdy.com



I am a designer with a passion for problem solving; a communicator with an understanding of technology.

I want to make complicated things easy to understand. I want to design new ways to interact with technology, uncover new questions, provide answers and create engaging solutions.

EXPERIENCE

User Experience Strategy & Service Design Lead | Wellmark Blue Cross and Blue Shield of Iowa | 08/2021 – Present

Unified enterprise-wide experience strategy, built experience measurement function, pioneered service design initiatives
Led and delivered end-to-end service design activities in alignment with the member experience road map and goal of optimizing the member experience. Guided research and design strategy processes and collaborated with design and engineering teams to create innovative experiences across Wellmark member experience products. Drove research activities, service design blueprinting, persona development, design thinking workshops, and concept creation to develop products that align with overall business needs. Worked across multiple projects collaborating with designers, developers, product managers, and other stakeholders to show the value behind service design strategy, what it can do, and why it's important.

Director Of User Experience | United Healthcare Group, Optum Technology | 05/2017 – 08/2021

Led program strategy, facilitated enterprise processes, grew user experience organization

Partnered with client team to realize business goals, increase end-user satisfaction, and foster a collaborative environment. Managed successful cross-team project delivery within a broad and diverse enterprise environment. Authored new strategic design and implementation initiatives. Championed the blending of user-centered design and business goals. Defined user experience objectives and requirements for mobile, tablet, and desktop experiences. Developed robust user experience analytics plans, monitored results, utilized learnings to improve and enhance products. Facilitated growth of user experience as an internal discipline and foundational component of Agile development. Guided the development of new corporate user experience initiatives, innovation, planning, and execution. Mentored and cultivated junior talent, grew internal design team.

User Experience Manager | United Healthcare Group, Optum Technology | 07/2013 – 05/2017

Senior User Experience Designer | United Healthcare Group | 04/2012 – 07/2013

Led digital team through the user-centered design process for internal clients

Managed team of 15+ senior UX and UI designers. Led user centered research and design effort on 'Optum Market', a multi-carrier private health insurance and benefits enrollment exchange. Defined user objectives and requirements for mobile and desktop experiences. Collaborated with product owners to create and manage analytics and reporting plan. Managed primary research to determine insights and develop recommendations. Presented findings and deliverables to senior and C-level leadership. Worked with internal development/design teams on quality assurance and deployment of design solutions.

Senior User Experience Designer | Team Detroit | 02/2012 – 04/2012

User Experience Designer | Team Detroit | 05/2011 – 02/2012

Led digital team through the user-centered design process for clients including: Johnson Controls, Bosch, Scotts Miracle Grow, Sports Authority, Carhartt, Learning Care Group

Defined user objectives and requirements for mobile and desktop experiences. Developed global interaction guidelines, user experience maps, site architecture, site wireframes, and project research plan. Worked with analytics group and strategists to analyze data, determine insights, develop recommendations and optimize user experience. Presented findings and deliverables to clients. Worked with internal and external development teams on quality assurance and deployment of design solutions.

User Experience Designer | University of Michigan | 09/2010 – 05/2011

User experience research, design synthesis, interaction and visual design for interactive experiences.

Introduced design research and strategy methodologies to the University of Michigan Medical School Information Services (UM MSIS). Designed internal web applications for UM MSIS based on insights gained through research and design synthesis.

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EXPERIENCE ctd.

Independent Interaction and Design Consultant | 01/2008 – 09/2010

Designed print, mobile and interactive experiences, collaborating with in-house creative teams for clients including: Chicago Bulls, Mercedes, Kunoichi, Manroland, Republic Tobacco.

Designed mobile and online social media campaign for Chicago Bulls including interface and interaction designs. Created innovative ways to engage fans at Bulls games using mobile technology. Worked with Manroland XXL brand team as a consultant developing creative concepts and user interface for interactive properties (including microsite/banner ads and other related online collateral).

Art Director | Jacobson Rost | 02/2007 – 01/2008

Designed print, broadcast, mobile and interactive campaigns for clients including: Leinenkugel's, Miller, BOSS, Culver's, Sargento, Mercury Marine.

Worked as creative pitch leader for a variety of clients in both a conceptual and production management. Developed concepts for mobile solutions for interactive campaigns including microsites, SMS and additional online collateral. Worked with digital team on interface design, information architecture, search engine optimization and user experience for client projects.

Art Director | JWT | 08/2001 – 08/2002 & 01/2005 – 02/2007

Designed national and regional integrated multi-media campaigns for Ford Motor Company.

Organized and architected online CRM initiatives acting as manager of brand consistency and message guidelines. Managed digital vendors for mobile and cross promotional projects. Supervised as on-location art director for video and photo product shoots for use online in print and broadcast. Trained and mentored junior art department employees.

Visual Designer | Graphinity, Inc. | 08/2002 – 01/2005

Interaction Designer | Acclarant | 05/2000 – 08/2001

SPEAKING ENGAGEMENTS

Presenter | Internet User Experience Conference 2012 | July 17, 2012 | University of Michigan Union

Invited Speaker | Michigan Usability Professionals Association | June 19, 2012 | Workforce Software

Invited Speaker | Michigan CHI | May 2, 2012 | Cengage Learning

Invited Speaker | Pittsburgh & Cleveland AIGA | October 11, 2011 | Youngstown State University

Presenter | U-M StaffWorks 2011 Technology and Best Practices Conference | May 17, 2011 | UM Ross School of Business

TEACHING

Optum Tech University, College of Experience Design | 2019 – Present

Instructor | Service Design Foundations, User Experience Foundations Bootcamp

Developed Service Design Foundations Curriculum

Planned and coordinated Service Design training and certification for United Healthcare Group, Optum Technology

Mentorship

Student Mentorship Program | 2015 – Present | Arizona State University, Human Systems Engineering, the Polytechnic School, Ira A Fulton Schools of Engineering, Mesa, AZ

PUBLICATIONS

"From Science Fiction to Science Fact: How Design Can Influence The Future," *User Experience Magazine* vol. 13.2, 2013 pp. 12-15

AWARDS

Effie Worldwide | 2012 Silver - Automotive/Aftermarket | *How Storm Chasers Clear The Way* | boschcleartheway.com

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EDUCATION

Carnegie Mellon | *Masters of Human-Computer Interaction*

Relevant coursework includes Microsoft sponsored Capstone project, ubiquitous computing, rapid prototyping, interaction design, service design, contextual inquiry, contextual design and entrepreneurial thinking at the Human-Computer Interaction Institute, the School of Design and the Tepper School of Business.

College for Creative Studies | *BFA / Honors* | *Art Direction / Graphic Design / Interaction Design*

More Than Metrics | *Service Design Foundations Training*

Pragmatic Institute | *Pragmatic Management Certified PMC-1*

SPECIALTY SKILLS & CAPABILITIES

Client + Stakeholder Facing Engagement Management

Managing Cross-Functional UX Design Teams

Primary + Secondary End-User Discovery Research

Industry Product Benchmarking

User Experience Strategy

Information Architecture

User Experience / Interaction Design

Service Design

Visual Design

Reusable Component / Interaction Pattern Libraries

Marketing, Communications, Branding

Usability Research & Evaluation

User Analytics & Metrics