

PATRICE BROWN

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SKILLS

Design

Figma
Adobe Firefly
InDesign
Illustrator
Photoshop
SketchUp
After Effects
XD Adobe

Marketing

Strategy
Social Media
CMS
Email Marketing
Marketo
Mailchimp
Brandbot
Canva
Publisher

Decks

Data Vis
Keynote
PowerPoint
Google Slides
Word
Excel

Leadership

Design Systems
Service Design
Business Consulting
Process Analysis
Management

Web

Front End Dev
UX/UI
HTML/CSS
SEO
Squarespace
Webflow
Wordpress
Wix

Hands-on

Photography
Screenprinting
Pen + Ink
R+D

EDUCATION

MAY 2010 | PACIFIC NORTHWEST COLLEGE OF ART
BFA Communication Design with Honors

CONTINUING EDUCATION

IN PROGRESS | BUSINESS INTELLIGENCE
Google

MAR 2020 | UX/UI CERTIFICATION
Interaction Design Foundation (IDF)

JAN 2016 | BUSINESS MANAGEMENT
American Institute of Graphic Arts (AIGA)

EXPERIENCE

DEC 2015
PRESENT | PATRICE BROWN DESIGN
FOUNDER

Design & Art Direction for clients across tech, retail, real estate & local clients

- Generated design and production for dimensional elements and high quality deliverables for Adidas, Roundhouse, HereNow, North, and SET Creative
- Directed KamaHomes marketing for 27 home listings, significantly contributing to an annual total of \$25M in sales and a Gross Commission Income (GCI) of \$745K
- Lead detailed concept development, moodboards, internal presentations, and execution of campaign related photo and video shoots
- Designed products for a CBD topical company, managing packaging development, sourcing, and regulatory compliance

NOV 2023
PRESENT | MODO YOGA PORTLAND
STUDIO MANAGER

People manager for boutique yoga studio

- Direct the day-to-day operations of a dynamic studio, efficiently managing 300+ students while ensuring seamless service delivery
- Lead, motivate, and develop a diverse team of 50+ staff members, fostering a supportive and collaborative environment through transparent communication and effective conflict resolution
- Collaborate closely with studio owners to develop strategic marketing and design initiatives that align with both business goals and customer expectations

MAR 2021
MAR 2023 | THESIS AGENCY
SENIOR DESIGNER

Drive the design + evolution of Nike's performance-driven marketing

- Generated innovative and scalable initiatives for integrated media toolkits (Google, DV360, Snapchat, TikTok, Pinterest, and Spotify)
- Lead Brand Creative for Nike Consumer Construct, new clients and other high profile new business accounts
- Created digital graphics for 100+ projects in the first 6 months
- Mentor with the Emerging Leaders: lead, managed and inspired skills development for next generation designers