## Patrick D. Schumacher

Sr. User Experience Designer

## Introduction

I want to create valuable, innovative, and provable product experiences for customers. I believe that no recommendation is better than having an extraordinary experience with a product. I want to understand and empower customers to invest in brands that they believe in and instill trust in the companies that make the products that they enjoy. I believe that the best way to accomplish this is to engage with users regularly and aligning their needs with the company’s needs, to create the best available solution.

## Work Experience

### Sr. User Experience Designer, Enterprise User Experience – The Home Depot - 2016-Current

* Full-time, matrixed team member with ~1 year rotations to different areas of the business.
* Received 39 Personal Achievement Awards (Homer Awards) for business-wide efforts, as well as a BiT (Best in Technology) Award in July 2020 Event Facilitation and Planning - Product kick-off; Research, synthesis, & ideation; Usability and interface creation and demonstration, Product team alignment
* Received 39 Personal Achievement Awards (Homer Awards) for business-wide efforts & BiT (Best in Technology) Award in July 2021
* Payments - Launched tokenized, secure solution for customer payments; Reduced Pro desk wait times, rapidly prototyped within one week; Designed remote associate PIN pad workflow
* Human Resources - Created travel plan for 14 partners to 20 sites within a week of news of an impending Covid-19 shutdown that supported product development throughout 2020; Released Emergency Sick Leave Hours. Reduced call-center volume and duration by 40% of call center traffic in the first month of release with single form solution​
* Supply Chain - Reduced order complexity of cross-transfers and increased the throughput of flatbed transfers to our Flatbed Distribution Centers​
* Finance - Updated 13-year-old “green-screen” tool to a modern UI, reduced onboarding and time-on-task; Creation of EUX (Enterprise User Experience) design standard templates and libraries
* Password Project Team - Removed 85,000, 30-minute calls annually to remote password assistance with one month of design & development

### IT Graphics Coordinator – 2009-2016

* Graphic design and planning responsibilities covering the communications needs of the entire Technology organization (approx. 5,000 associates).
* Created and facilitated C-suite-level corporate presentations with branding and collateral efforts
* Development of the Technology Digital Asset Library, consisting of ~23,000 communication assets including reusable logos, photos & illustrations
* Layout and Design of the 80+ icons for the Store PC Menu (associate-facing) to simplify the identification of associate tools
* Produced and distributed the “IT Update” newsletter, reaching over 1,000 Technology associates monthly
* Provided layout and conceptual graphics for each article.
* Planned multiple photoshoots and event photos

### Previous Relevant Roles

* 2006-2009 – Art Director – The Titan Agency – Atlanta, GA
* 2005-2006 – Production Supervisor – Sign-a-Rama – Sandy Springs, GA
* 2003-2004 – Publications Specialist, University Housing Dept. The University of South Carolina – Columbia, SC

## Education

* 2016 – General Assembly, User Experience Design Immersive Course – Atlanta, GA
  + “Service Bar” concept – Presented to business stakeholders
  + Conducted interviews/usability testing sessions to enhance product direction
* 2000-2004 – University of South Carolina – Columbia, SC
  + B.A. Liberal Arts [Focus: Graphic Design], Art Studio
  + Activities: AIGA-USC Founding Student Member, Sigma Phi Epsilon; Chaplain, Men’s Rugby Team, Resident Advisor

## Tools, Techniques & Training

EXPERIENCE CREATION TOOLS

* Adobe Creative Suite
* Figma
* Sketch
* InVision Studio
* Axure RP
* Google Analytics
* Google Tag Manager

DESIGN METHODOLOGIES

* Lean UX
* Agile Development
* Metrics Monitoring & Analysis
* User Interviews
* Contextual Inquiry
* Empathy Mapping
* Storyboards
* Journey Maps
* Design Review
* Information Architecture
* Many, Many more

TRANSFERRABLE SKILLS

* Action Oriented
* Communicative
* Collaborative
* Strategic
* Critical Thinker
* Empathetic
* Curious
* Manages Ambiguity
* Writing
* Research & Analysis
* Customer Service

BUSINESS TOOLS

* Microsoft Office Suite
* Video Collaboration (i.e. Teams, GoToMeeting)
* Ideation (Miro, Trello)
* Cloud Storage (SharePoint, OneDrive)
* Email Marketing (MailChimp)
* Scheduling (Calendly)
* Survey Creation (SurveyMonkey)

PRODUCT MANAGEMENT

* Jira
* Pivotal Tracker
* Stakeholder Management
* Roadmapping
* Vision Mapping (OKRs)
* Strategic Discovery
* SWOT Analysis
* Data Analysis
* Prioritization

HOBBIES

* Movies
* Music
* Illustration
* Layout & Visual Design
* Photography
* Drone Videography
* Iconography
* Mythology
* Psychology