



PATRIC VELASQUEZ



CONTACT

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Seattle, WA

Los Angeles, CA

EDUCATION

Loyola Marymount University

(2016)

Graphic Design Major

Spanish Minor

CREDENTIALS

LinkedIn Learning Certifications

The Key to Good Communication,

Improve Communication Using

Lean Thinking, How to Speak so

People Want to Listen, Speaking

Up at Work (2023)

HIPAA Certification (2016-2023)

CodeAcademy CSS Certification

(2016-2018)

TECHNICAL SKILLS

Graphic Design – Expert in Adobe Illustrator, Photoshop, and InDesign for logo design, branding (business and personal branding), and marketing materials (merchandise, print, social media assets, labels, products)

UX/UI Design – Fluent in FIGMA, Sketch, InVision, and AdobeXD for Mobile Application building, Progressive Web Apps, wireframing, and product development

Web Design – Versed in mainstream web building platforms (Wix, WordPress, Squarespace, and WebFlow)

Fine Arts – Expert in ProCreate, trained in Studio Arts (figure drawing, calligraphy, and sculpting)

Generative AI Programs – MidJourney, Galileo, and ChatGPT

Project Management Software – Experience with SalesForce, TaskRay, Jira, Trello, Asana, and ClickUp

Productivity Software – Competent in Microsoft Office and Google Workspace (Word, PowerPoint, and Excel)

Communication – Adept in conducting interviews, engaging with customers, and collaborating with C-Suite executives, with a focus on Diversity, Equity, and Inclusion (DE&I) initiatives.

WORK EXPERIENCE

Tebra (PatientPop, Inc.), Santa Monica • Senior Web Designer *8/2017 – 9/2023*

Expanded upon my prior Web Design role and responsibilities by taking on increased leadership responsibilities, larger client accounts, and actively participating in cross-departmental initiatives.

- Collaborated closely with Computer Software Engineering and Product teams in design sprints to contribute to the development of three innovative web design tools over a span of seven years.
- Performed thorough design competency and behavioral interviews for prospective team members, including candidates for the Team Lead position, since 2018.
- Led design training for onboarding sales team members from 2017 to 2020 and resumed this role in 2023.

Extended Job Scope:

- Served as the lead Company DE&I Representative, collaborating with the C-Suite to develop a comprehensive roadmap, conducting candidate interviews for leadership roles, contributing to a company-wide culture survey to assess and improve the organizational culture, and presenting to the Board of Directors.
- Collaborated with the marketing team to strategically manage and significantly increase the company's Instagram growth by over 2000% between 2017 and 2018
- Served as the interim manager and primary point of contact during periods when a team lead was unavailable.

OTHER SKILLS

7+ Years of SaaS Experience
Fast Pace Start Up Experience
Public Speaking
Management Skills
Team Building
Spanish Proficiency
Audio Recording

HOBBIES

Anime & Manga
Video Games
Travel & Eating
Drawing & Tattoos
Making Music
Gunpla & LEGO Building
Fashion & Watches
Sports (UFC, Boxing, NFL,
Tennis, and NBA)
Cooking & Cleaning

PatientPop, Inc., Santa Monica • Web Designer

7/2016 – 8/2017

Produced high-ranking medical practice websites through adherence to web and Google Best Practices, optimizing designs for desktop and mobile using Adobe Photoshop and CSS on a web development platform in the SaaS Healthtech space.

- During my 7-year tenure, I achieved the Web Design team record by successfully launching +2,000 websites, while fostering team cohesion and alignment during hypergrowth and throughout a successful company merger.
- Received the 'Designer of the Quarter' award six times total, including twice within my first four complete quarters.
- Secured a promotion to the Senior Web Designer position, a role crafted in collaboration with management and leadership, in recognition of outstanding performance within just one year.

SiBi Inc., Los Angeles • Design Lead

10/2021 – Present

I lead the design and development of the 'SiBi' Shopping Application in collaboration with platform developer company 8Base and end-to-end software development company Kualty. I have helped secure \$300,000+ in initial investments.

- Collaboratively developed a full-stack web application with software developers using FIGMA for mobile app and progressive web app (PWA) design, creating user-friendly workflows for buyers, sellers, and administrators. The application is now available on both Apple and Android app stores.
- Expert use of Adobe Photoshop, Illustrator, and ProCreate to create visual branding, pitch decks for investors, and marketing materials (merchandise, social media campaigns, digital assets).
- Efficiently manage workflows for design and development teams using project management tools Trello and InVision.

ChaseMor, Seattle & Los Angeles • Freelance

7/2016 – Present

Freelance has been a way I keep my design tools sharp and well rounded. I have collaborated with a wide range of clients, including sports teams, professional coaches & athletes, social media influencers, restaurants, breweries, political campaigns, colleges, podcasts, non-profits, church organizations, musicians, and more. My work has spanned website design utilizing Wix and WebFlow, marketing materials and merchandise creation using Adobe Photoshop and ProCreate, and the development of visual branding through Adobe Illustrator.

