

MAREN PATTERSON, M.A.C., MCert.I.D., MCert.S.D.

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Portfolio: marenpatterson.com

SENIOR DESIGNER | DIGITAL DEVELOPER | INSTRUCTIONAL DESIGNER

Digital Product Designer & Developer with extensive experience designing intuitive digital experiences, interactive learning environments, websites, multimedia applications, and customer-focused solutions. Proven ability to collaborate with cross-functional stakeholders, translate complex business requirements into user-centered solutions, and lead projects from concept through implementation.

Combines expertise in UX design, instructional design, digital media, and web development to create engaging, accessible, and measurable user experiences across enterprise, educational, and customer-facing platforms.

PROFESSIONAL EXPERIENCE

JPMorgan Chase

Instructional Designer | Digital Experience Designer

- Designed and developed digital experiences supporting enterprise learning, employee engagement, and business initiatives.
- Conducted stakeholder analysis and user-focused discovery to identify requirements and improve usability.
- Created wireframes, visual concepts, interactive prototypes, and digital workflows for learning and communication platforms.
- Collaborated with business leaders, developers, designers, and project stakeholders to deliver user-centered solutions.
- Applied accessibility standards, design best practices, and quality assurance procedures throughout the development lifecycle.
- Maintained project documentation, content governance standards, and process improvement initiatives.
- Produced interactive multimedia content, instructional videos, digital assets, and web-based experiences that enhanced engagement and information delivery.
- Managed a multimedia production studio supporting enterprise-scale educational content development and digital communications.
- Contributed as an app designer, web developer, graphic designer, technical artist, and multimedia producer across multiple digital initiatives.

(AT&T) DSI Systems Inc.

Multimedia Mobile eLearning Specialist

- Designed mobile-first digital experiences emphasizing usability, engagement, and responsive design.
- Produced interactive prototypes, visual assets, multimedia interfaces, and digital communication.
- Collaborated with stakeholders and development teams to align user requirements with business objectives.
- Conducted testing and refinement activities to improve user interaction and content effectiveness.
- Supported enterprise learning initiatives through innovative digital content solutions.
- Produced interactive multimedia content, instructional videos, digital assets, and web-based experiences that enhanced engagement and information delivery.

Harding University - Center for Learning with Technology

Instructional Designer | Digital Content Developer | Studio Engineering Producer | UX Content Developer

- Partnered with faculty and technology teams to design user-centered educational products and digital learning environments.
- Developed information architecture structures, navigation systems, and user flows that improved learner engagement and usability.
- Created multimedia interfaces, interactive content, and web-based solutions using UX and visual design principles.
- Produced design documentation, user guides, and implementation standards supporting multiple institutional initiatives.
- Participated in collaborative design reviews and iterative improvement cycles.
- Designed and developed user-centered digital learning experiences supporting students and faculty across multiple university campuses.
- Applied Quality Matters standards, accessibility principles, and instructional design methodologies to improve usability, learner engagement, and course effectiveness.
- Served as a Quality Matters APPQMR-certified course reviewer and peer reviewer, evaluating digital experiences for quality, accessibility awareness, navigation, and user success.
- Conducted stakeholder consultations with faculty, subject matter experts, and academic leadership to gather requirements and translate complex concepts into intuitive learning experiences.
- Produced interactive multimedia content, instructional videos, digital assets, and web-based experiences that enhanced engagement and information delivery.
- Designed, built, and managed a multimedia production studio supporting enterprise-scale educational content development and digital communications.
- Contributed as a web developer, graphic designer, technical artist, and multimedia producer across multiple digital initiatives.
- Managed production workflows, project schedules, documentation, and quality standards across cross-functional teams.

Escape Chambers

Website Developer | Digital Content Developer | 2016-2018

- Led redesign and optimization efforts for the organization's primary website, improving user experience, digital engagement, content discoverability, and brand consistency.
- Designed, developed, launched, and maintained nine websites utilizing WordPress, HTML, CSS, Bootstrap, and responsive design methodologies.
- Applied UX design principles and visual design best practices to improve navigation, usability, and customer interactions.
- Created digital content strategies, interactive media, marketing assets, and multimedia experiences supporting customer acquisition and engagement goals.
- Produced promotional videos, voice-over media, graphics, and storytelling content aligned with user expectations and business objectives.
- Participated in virtual reality and immersive experience initiatives, supporting digital environment design and interactive content development.

Inet

Website Developer | 2017-2017

- Developed and maintained responsive websites, digital assets, and online content supporting internal and client-facing business objectives.
- Collaborated with development teams to improve website usability, functionality, accessibility awareness, and design consistency.
- Utilized front-end development principles and responsive design techniques to enhance user experience across devices and platforms.
- Supported ongoing content management, quality assurance, and website optimization efforts.

Holland

Office Administrator | 2015-2016

- Managed operational documentation, reporting systems, workflow processes, and cross-functional communications.
- Maintained high standards of information accuracy, documentation quality, and process consistency.
- Developed strong organizational, project coordination, and stakeholder communication skills applicable to enterprise design and project environments.
- Supported process improvement initiatives through attention to detail and data accuracy.

Brentwood Church of Christ

Lead Multimedia Technician & Engineer | 2009-2011

- Managed multimedia systems, audiovisual technologies, and live production environments supporting large-scale organizational communications.
- Produced digital media, video content, and presentation assets designed to improve audience engagement and information delivery.
- Oversaw technical operations, equipment management, troubleshooting, and multimedia production workflows.
- Collaborated with leadership and stakeholders to deliver effective multimedia communication experiences.

TECHNICAL SKILLS

UX & Design Tools

Adobe XD • Sketch • Figma • Adobe Photoshop • Adobe Illustrator • Adobe Creative Suite

Development Technologies

HTML5 • CSS3 • JavaScript • XML • XHTML • Responsive Web Design • UX/UI Design • Bootstrap • JavaScript • jQuery • PHP • SQL

Project & Workflow

Jira • Agile Workflows • Collaborative Design Reviews • Requirements Gathering • Collaboration & Leadership
Stakeholder Collaboration • Cross-Functional Communication • Project Management • Timeline Management •
Design Thinking • Creative Problem Solving • Training Facilitation • User Flows • Interactive Prototyping

EDUCATION

- Master of Arts - Strategic Communication & Digital Media
Regent University
- Post-Graduate Certificate - Instructional Design & Technology
Full Sail University
- Post-Graduate Certificate - Software Development
University of Denver
- Bachelor of Science - Digital Entertainment & Game Design
- Associate of Science - Information Technology & Multimedia

Additional Professional Certifications in UX, Design, Software Development, Multimedia Development, and Emerging Technologies

SELECTED ACCOMPLISHMENTS

- Designed and delivered digital experiences across corporate, educational, and multimedia environments.
- Developed user-centered websites, applications, and learning solutions utilizing UX best practices.
- Leveraged front-end development knowledge to bridge communication between design and development teams.
- Successfully managed multiple concurrent projects while collaborating with diverse stakeholder groups.