Dom.

Domonic Patrick

Product Design Lead

Product designer who thinks in systems — building adaptive product ecosystems aligned to business outcomes, grounded in deep craft, powered by continuous discovery and delivery, and fueled by AI efficiency.

Portfolio

Under development
PDFs provided

Contact

Tel (602) 309-4142
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9820 N Central Ave #234
Phoenix, AZ 85020

UX + Product Work

Sr. UX/UI Designer, Design Lead

University of Phoenix | Apr. 2020 – Feb. 2026

Facilitated and practiced continuous discovery methods in pursuit of a desired outcome. Led major projects that drove engagement, retention, and conversion.

Featured Work: Phoenix.edu Homepage Redesign

Re-architected the primary prospect entry point receiving over 1M visitors per month to improve conversion, content clarity, and guided program selection while balancing SEO, E-E-A-T, and transactional goals.

Product Outcomes:

- Application completes increased by **3%**.
- Request for Information submissions increased by **2%**.
- Increased visits to high-converting Program Finder by **10%**, improving guided program selection.
- Increased scroll depth by **5%**, signaling deeper content engagement.
- Reduced bounce rate by **6%** through modular restructuring and content prioritization.
- Aligned 12+ stakeholders across SEO, Product, Engineering, ADA, and leadership to deliver measurable improvements within a feature-driven environment.
- Delivered E-E-A-T enhancements that showed positive signal shifts in LLM/AIO results within 30 days.

Featured Work: Career Hub (0 – 1 Product)

Worked as design lead on a product trio, practicing continuous discovery methods and iterative delivery to successfully launch a net-new product and evolving a single feature to a centralized hub with several tools, connecting student interests, career exploration and education to provide a clear pathway for students to acheive their career goals.

Product Outcomes:

- Grew adoption to **30%** of the student base within a year.
- Increased engagement **4–8%** per iteration by restructuring assessment results and introducing scalable career architecture.
- Designed BLS-powered Career Detail Pages using microservice architecture, generating **300+** dynamic pages aligned to SOC codes and degree programs.
- Conducted **30+** customer interviews, invalidating initial assumptions and driving a strategic pivot from prospect indecision to student retention.
- Built an automated continuous discovery pipeline (in-product recruitment, consent flow, scheduling), sustaining 1–2 interviews per week without research team dependency.
- Introduced Top 10 Careers filtering (Field, Salary, Job Growth), increasing relevance and repeat exploration behavior.
- Successfully gated Career Hub to the Student Portal after retention signals emerged, improving alignment and protecting prospect SEO strategy.
- Partnered within an empowered product trio model to ship value continuously across sprints within multi-PI development cycles.

Featured Work: Alumni Ecosystem Redesign

Product Outcomes:

- Increased alumni engagement by **15%** through improved ecosystem architecture.
- Improved access to alumni resources by **8%**, reducing friction and increasing discoverability.
- Increased alumni re-enrollments by **1.4%** and new enrollment lift by **0.5%**.
- Designed lifecycle-based architecture connecting alumni value to retention and continued education pathways.

Product Leadership Achievements

Led cross-functional product discovery across business, research, and engineering, reframing initial hypotheses through **30+** customer interviews and persona validation.

Championed and operationalized continuous discovery infrastructure (in-product recruitment, legal-approved consent flow, automated scheduling), enabling sustained weekly research with minimal dependencies.

Defined and prioritized product outcomes using Opportunity Solution Trees and hypothesis mapping, translating complex enterprise constraints into focused MVP scope and iterative delivery plans.

Architected and scaled a modular, data-driven content ecosystem (BLS data templates with SEO amplification), resulting in a scalable system with lasting search visibility and improved user exploration pathways.

Facilitated cross-team alignment and trade-off decisions between Product, UX, Engineering, and Legal functions, advancing roadmap confidence while maintaining delivery velocity.

Mentored designers and discovery partners on structured research practices, contributing to a stronger product culture and elevated team problem-solving capability.

Sr. UI Designer

University of Phoenix | Nov 2017 - Feb 2026

Designed high-visibility experiences on Phoenix.edu, our marketing website with over **1M** visitors per month. Supported campaigns across web and digital channels, partnering with cross-functional stakeholders to increase prospect conversion.

UI Achievements

Supported enterprise website redesign as a creative and UX stakeholder for our then partner agency, Criticall Mass. Developed interactive prototypes of components, pages and flows for user testing. Provided synthesis, design and delivery of all iterations and built a new design system.

Re-designed our Program Finder tool to assist users in quickly finding a program, increasing Application Completes by **7%**.

Designed a mega-navigation system, reducing friction and delighting users with a quicker path to degree programs, tuition, scholarship and admissions information. Traffic to program pages increased by **18%**, leading to an increase in Application Completes of **7%** and Requests for Informaiton by **4.5%**.

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Capabilities

Methods & Frameworks

Opportunity Solution Trees
Continuous Discovery Habits
Problem definition
HMW's
Assumption Mapping
User Story Mapping
Journey Mapping
Experience Mapping
Service Blueprints
Persona Development
Empathy Mapping
Affinity Mapping
Insight Synthesis

UX Design & Validation

Wireframing
Interaction Design
Interactive Prototyping
Usability Testing
User Acceptance Testing
Customer Interviewing
UX Writing
Content Design
Accessibility, WCAG

Experimentation & Optimization

A/B Testing
Multivariate Testing
Personalization Strategy
Behavioral Analytics

Systems & Tech

Vibe Coding
Agentic AI
AI Enhanced Workflow
Scrum & Agile Methodology
Empowered Product Model
Design System Management
Component Governance
Adobe Enterprise Platform
SaaS Environment
SEO, AIO, LLM-aware

Working knowledge:
HTML, CSS, JavaScript, Next JS, React, LAMP stack, Microservice Architecture

Software Proficiency

Figma (+Make)
UXPin
Miro
Fullstory
ContentSquare
Teams, Slack
Office 365
Google Suite
Jira
Asana
Photoshop
Illustrator
InDesign
Audition
After Effects
Premiere
Windows/Mac OS

Training

American Marketing Association (AMA)

AI Training
Artificial Intelligence (AI) for Marketing Professionals
January, 2026

Product Talk Academy

Master Class
Continuous Discovery Habits, taught by Teresa Torres,
March, 2021

Coursework
Defining Outcomes, taught by Teresa Torres
April, 2022

Nielson Norman Group

UX Certificate
NN/G Certification in User Experience Design,
Credential ID: 1036531
May, 2020

Scrum.org

Certificate
Professional Scrum Master,
Jan, 2020

Collins College

Associate of Arts Degree
Visual Communicatiovns
3.6 GPA | June, 2001

Volunteering

Youth Impact Mentoring

Lead Facilitator
Lead a team of 4 mentors, guiding weekly sessions for 7th–8th grade boys at Kyrene Middle School.
2022 – Present

G/O Digital

Mural Artist
Selected by G/O Digital for Make a Difference Day; created a 55' x 6' mural at Montebello Elementary, serving Arizona's largest refugee student population.
Oct, 2015

AIGA Arizona

Web Director
Served on the AIGA board as the Web Director for two consecutive years:
Oct, 2003 – Oct, 2005

Foundational Craft

Art Direction + Visual Design

15+ Years | 2002 - 2017

Early work in brand, interactive, and visual systems — building the craft foundation that informs my approach to scalable product design. Creative lead across agency and freelance roles, delivering brand systems, digital experiences, and interactive products across B2B and B2C, with a focus on visual systems, storytelling, and user engagement.

Notable clients:
Wells Fargo, JP Morgan Chase, City of Phoenix, McDowell Mountain Music Festival, Salty Senorita, Wespac Construction, Arizona Masonry Guild, TORO, John Deere, Nike Golf, Subway, Best Companies AZ, UP Agency, The James Agency, Navy Federal Credit Union, Arizona Highways, Phoenix Magazine

Recognition

AMA Spectrum Awards

Peolple's Choice
Interactive Touch Screens, California Coast Credit Union, 2016

CUNA Diamond Awards

Diamond Award
Interactive Kiosk & Wall Mural, Tech Credit Union, 2016

Diamond Award
Interactive Touch Screens, Financial Education, California Coast Credit Union, 2016

Hermes Awards

Platinum Award
Point of Sale & Retail Merchandising, Tech Credit Union Interactive Kiosk, 2016

TOCA Awards

Best in Show
Interactive Invitation, TORO, Inc., 2013

AIGA Arizona Awards

Merit Award
Logo Design, Executive Development Retreats, 2005