

Tony Patryn

Senior Graphic Designer & UI / UX Designer

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Senior designer with 20+ years across branding, marketing, and product - from founding brand systems at 4 early-stage startups to directing design and IT for a 110-person organization running 120+ events a year across 30+ countries. Currently the sole product designer for a consumer app with 3,000+ users, building the shared design system behind it.

EXPERIENCE

Senior Graphic Designer & UI / UX Designer

Jan 2022 - Present

Zinnia

- Sole product designer for the consumer app - 3,000+ users - owning end-to-end UI/UX from concept through implementation.
- Build and scale the Bloom design system, now used across 5 Zinnia products, cutting design-to-dev time by roughly 35%.
- Design and execute B2B marketing campaigns across social and email platforms for four distinct company brands.
- Wireframe and design a new, multi-page website for the launch of a new tech brand; develop brand identity, voice, and product naming.

Head of IT & Design

Nov 2014 - Dec 2021

Markets Group

- Directed design and IT for 120+ annual events spanning 30+ countries across 6 continents.
- Led a direct team of 2 and an outsourced IT team of 20+, keeping IT and graphic support running for a company-wide team of 110+.
- Designed and executed marketing campaigns - email blasts, landing pages, agendas, brochures, and banner ads - for every event.
- Set and managed annual design and IT budgets; optimized the company website and social channels for SEO.

Creative Director

May 2012 - Aug 2014

OTRIAD Digital Marketing

- Led creative on 20+ client accounts, driving digital and traditional marketing strategy.
- Incubated 5 new products and online properties in the entertainment and media sectors.
- Developed the OTRIAD brand identity; ran weekly client briefings, testing, and competitive research.

Junior Art Director

Jul 2007 - May 2012

Brierton Design

- Developed brand identities for 8+ products, projects, and companies - logos through full brand standards.
- Launched media research, design, and apps for the first three generations of iPhone and iPad, plus BlackBerry and Android.
- Acquired new clients and improved ROI on established client corporate materials.

SKILLS

Design Branding, UI / UX Design, Design Systems

Tools Photoshop, Illustrator, InDesign, Figma

Build HTML, CSS, JavaScript / jQuery, PHP

Also Word, Excel, PowerPoint

EDUCATION

BFA, Graphic Design

May 2007

Columbia College of Chicago

A.A.S., Graphic Design & Multimedia

Dec 2002

Westwood College of Technology

SELECTED CLIENTS

Underwriters Laboratories (UL) | Walgreens | SKYY Vodka | MTV | VH1

References available on request.