

PATRICE BROWN

patricembrown.com

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EDUCATION

MAY 2010 | PACIFIC NORTHWEST COLLEGE OF ART
BFA Communication Design with Honors

CONTINUING EDUCATION

IN PROGRESS | BUSINESS INTELLIGENCE
Google

MAR 2020 | UX/UI CERTIFICATION
Interaction Design Foundation (IDF)

JAN 2016 | BUSINESS MANAGEMENT
American Institute of Graphic Arts (AIGA)

EXPERIENCE

NOV 2023
PRESENT | MODO YOGA PORTLAND
SENIOR BRAND DESIGNER

- Spearheading the development and execution of cohesive visual brand strategies to ensure consistent, flexible brand expression across all channels.
- Collaborating closely with studio owners to align design solutions with business objectives and customer needs, delivering visually engaging brand experiences.
- Leading brainstorming sessions and driving creative innovations to elevate the brand's storytelling, providing visionary input that enhances project outcomes.

MAR 2021
MAR 2023 | THESIS AGENCY
SENIOR DESIGNER

- Strong Figma experience driving the design and evolution of Nike's performance-driven digital marketing, crafting scalable solutions for integrated media toolkits across Google, DV360, Snapchat, TikTok, Pinterest, and Spotify.
- Served as Lead Brand Creative for Nike Consumer Construct and additional high-profile clients, producing over 100 digital design projects within the first six months.
- Fostered creativity and professional development by mentoring emerging leaders through the Emerging Leaders program, empowering the next generation of designers.
- Delivered innovative creative solutions that pushed Nike's digital marketing capabilities forward while aligning with the brand's overarching goals.

DEC 2019
FEB 2021 | KAMAHOMES
MARKETING MANAGER

- Managed end-to-end creative direction for all advertising and public-facing communications, while overseeing the daily operations of a high-volume real estate office.
- Successfully launched and executed multi-channel marketing campaigns that boosted engagement, built B2B relationships with over 200 real estate agents, and expanded market reach.
- Directed marketing for 27 home listings, significantly contributing to an annual total of \$25M in sales and a Gross Commission Income (GCI) of \$745K.
- Streamlined office operations by designing new processes, reducing Project Schedule Variance (PSV), and providing crucial sales and administrative support, driving efficiency and productivity.

SKILLS

Design

Figma
Adobe Firefly
InDesign
Illustrator
Photoshop
Figma
SketchUp
After Effects
XD Adobe

Marketing

Strategy
Social Media
CMS
Email Marketing
Marketo
Mailchimp
Brandbot
Canva
Publisher

Decks

Data Vis
Keynote
Powerpoint
Google Slides
Powerpoint
Word
Excel

Leadership

Design Systems
Business Consulting
Process Analysis
Management

Web

Front End Dev
UX/UI
HTML/CSS
SEO
Squarespace
Webflow
Wordpress
Wix

Hands-on

Photography
Screenprinting
Pen + Ink
R+D