



Patrick Malley

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Skills and Software

- + Figma
- + MURAL / Figjam
- + Luma Facilitator Certification
- + NN/g UX Certification
- + Level Access / AXE Dev Tools
- + Photoshop
- + Illustrator
- + InDesign
- + After Effects
- + Visual Studio Code
- + HTML/CSS

UX / UI:

Figma prototyping, user flows, heuristic evaluations, accessibility reviews, usability testing

Front-End Development:

HTML, CSS, Bootstrap, tokens, component libraries

Methodologies:

Design thinking, agile workflows, A/B testing, storytelling for design decisions

Education

Corcoran College of Art + Design

Pursuing a Continuing Education Certificate in Advanced Digital Design
GPA 4.0

Edinboro University of Pennsylvania

Bachelor of Fine Arts

Professional Experience

Lead Product Designer/ Front-End Developer | Sept 2018 to Present

Fannie Mae | Reston, VA

Lead designer on the Blueprint Design System team, collaborating with product managers, engineers, and designers to shape system strategy and deliver scalable, accessible, and high-quality components.

- + Design, prototype, and ship complex, system-oriented experiences including onboarding flows, multi-factor authentication, and administrative tools for external customers.
- + Build high-fidelity Figma prototypes and conduct user testing to validate solutions, refine flows, and improve usability.
- + Develop coded prototypes in Bootstrap and the Blueprint CSS Toolkit to support engineering handoff and validate feasibility.

Lead Designer / Front-End Developer | July 2014 to Aug 2018

SaleCycle | Sterling, VA

Managed the U.S. design team for a global SaaS company, creating high-impact marketing experiences for Fortune 500 clients while establishing scalable processes and design best practices.

- + Led and managed U.S. design team; designed responsive email campaigns for Fortune 500 clients.
- + Applied A/B testing to optimize conversions and revenue.
- + Contributed to 400% growth in U.S. client base through design leadership and process improvements.

Web Designer / eMarketing Specialist | February 2011 to July 2014

Apple Federal Credit Union | Fairfax, VA

- + Assisted a complete UI redesign of the corporate website using Bootstrap, improving responsiveness and accessibility.
- + Developed and implemented responsive HTML email templates, improving mobile engagement for marketing campaigns.
- + Introduced a PDF proofing workflow that streamlined approvals and eliminated paper proofing.
- + Managed email marketing campaigns and tracked performance using Google Analytics, increasing campaign efficiency and targeting accuracy.

Graphic Design Coordinator | October 2004 to February 2011

Washington National Opera | Washington D.C.

- + Created annual visual themes for each opera season, ensuring cohesive branding across digital and print.
- + Managed interns, vendors, and production schedules, consistently delivering materials on time and on budget.
- + Transitioned from paper to PDF proofing for faster feedback and reduced costs.
- + Designed marketing collateral including advertisements, brochures, large-format signage, and digital assets.

Earlier Experience

| Prior to 2004

Freelance Broadcast Designer | WTTG Fox5 News | Washington DC

Senior Graphic Designer | Qwest Communications | Arlington, VA

Graphic Design Manager | Cable & Wireless Global Card Services | Vienna, VA

Video Game Artist & 3D Animator | PlayNet, Inc. | Sterling, VA