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SUMMARY

- Lead UI / UX Designer with over 10 years of experience specializing in **crafting intuitive digital experiences** for B2B, B2C, healthcare, e-commerce, fintech, and community education projects.
- Deep passion for **designing digital responsive experiences** for desktop, mobile and tablet by leveraging data analysis and research in an **agile environment**.
- Proficient in **creating user flow, core UI elements, interaction patterns, wireframes, high-fidelity prototypes, and annotations** by leveraging AI capabilities to propose effective design solutions.
- Passion for delivering adaptive and engaging design solutions that incorporate the best practices of User entered Design, design thinking process and Information Architecture.
- Expertise in **creating and maintaining design systems** that reduce costs and ensure consistency across products.
- Extensive experience collaborating with multifunctional teams to deliver best-in-class user experiences.
- **ADPList Mentor to designers, fostering their professional growth** while serving as the primary liaison for business partners, facilitating efficient **communication and collaboration.**

EDUCATION

Bachelors in architectural engineering, B.P.U.T (C.E.T) Bhubaneswar, India-2004

CERTIFICATIONS

- **Transforming User Experience through Artificial Intelligence-** Stanford University School of Engineering.
- Innovating with Data, AI x Design Thinking Workshop- IDEO.
- Attended 3 days JTBD (Jobs to be Done workshop led by Jim Kalbach).
- UX Certification CareerFoundary-2019.
- Voice User Interface Design CareerFoundary-2020.
- Human Computer Interaction (7 weeks) Interaction Design Foundation (Member ID-29637-2019).
- Web Development Certification- Edureka -2018.
- Enterprise Accessibility Training Deque University- WCAG-2.2/2.1/2.0 AA
 - Accessibility Fundamentals Disabilities, Content, Guidelines, and laws.
 - Designing an accessible User Experience.
 - Images, SVG and Canvas.
 - Visual Design and colors.
 - Responsive Design and Zoom.

SKILLS	Design Thinking, Information Architecture, User research, Storytelling and Narrative Skills, Facilitation and cross collaboration	
Tools	Ideation and prototyping tools Customer Journey tools Collaboration tools	 : Figma, Fig jam, Sketch, Adobe Creative Cloud, User Zoom. : Enjoy HQ, They Do. : Miro, Abstract, Keynote, MS office 365, Jira, Version One.
Language	Html, CSS, jQuery, JavaScript & Twitter Bootstrap	

PROFESSIONAL EXPERIENCE

McKesson, Dallas, Texas. - Remote

Lead UX / UI Designer - McKesson

- Fostered a user-centric culture and promoted design thinking, enhancing collaboration and prioritization across McKesson.
- Championed growth-oriented strategies and integrated user-centered approaches across cross-functional teams in an agile environment.
- Led and mentored a high-performing design team, delivering impactful solutions like wireframes, prototypes, and intuitive customer journeys.
- Collaborated product development from ideation to launch, leveraging data insights and usability testing to refine strategies.
- Presented design work and strategic decisions to stakeholders, aligning with business goals and ensuring accountability through agile workflows

US Bank, Minneapolis, Minnesota

Jun 2021- Oct 2022

Senior UX Architect / VP – Interface and Portal Shield Design System - MVP launch Site. One Brand Experience

- Led and championed the implementation of company Design Systems at US Bank, including creating an interactive demo widget, ensuring a consistent user experience, and contributing to ongoing system development and maintenance.
- Took the initiative to draft onboarding and standard operating procedure (SOP) documents on the Confluence Page for the onboarding of new designers.
- Led the audit of the new brand theme and token values to ensure a seamless delivery.
- Co-facilitated design office hours with business, senior leadership, and technology for strategy and feedback on the product.
- Crafted evolving IA, user flows, wireframes, and prototypes for navigation, sub-sites, and content areas, incorporating feedback from internal reviews.
- Presented the final widget at the US Bank Demo Day for the Innovation Lab, showcasing the design and telling the story.
- Contributed to COP (Community of Practice) for designers to work as a tiger team outside the projects.

Sr UX Architect / AVP

Consumer Credit card payment -Retail Payment application

- Utilized to develop high-level task flow content, utilizing storyboards and design documents to communicate concepts and vision effectively for retail payment application.
- Contributed to the team through rapid iterations of theoretical task scenarios, navigation map, flow, and state-transition diagrams to document design decisions.

Oct 2022 - Current

Worked on 10+ projects, highlighting one challenging assignment.

Twitter- Now called X

• Made significant contributions to the design artifacts for the community feature in Twitter, employing a user-centric methodology and adhering to accessibility (A11Y) guidelines.

Digital Engineer

• Developed an experience journey for seamless integration with payment services such as PayPal and Mastercard.

Product Designer

- Developed a Kiosk System with online information counter for Indian Railway.
- As a Core User of the SAP implementation team was responsible for ongoing heuristic evaluations and usability tests for all products.

Architect (I Roy & Associates / New Delhi, India)

Architect

• Designed space arrangement as per the user centered design principles of building design.

Dec 2005 – Jun 2009

Jun 2011 - Nov 2012

May 2004 - Nov 2005