



Todd Patrick

Creative Director, User Experience

Todd is a versatile designer who has developed a knack for thoughtful, message-driven visual communication over eighteen years of professional experience. He thrives in innovative workplaces, developing creative concepts and driving execution to ensure their promise is fulfilled.

Attention to detail, respect for craft, admiration of strong ideas, and eye for good design have afforded Todd many opportunities to team up with talented people from disparate fields of expertise. In turn, these collaborations have inspired him to expand beyond traditional graphic design into online marketing, video production, and application development. Each new challenge has brought immensely rewarding professional growth.

He has worked with a broad range of companies and clients, from design agencies to marketing firms, from one-off freelance jobs to fulltime employment at a Fortune 100 corporation. His most recent work involved joining an iconoclastic group of software engineers to design the user experience for the groundbreaking Sun ZFS Storage appliance, which laid the foundation for Oracle's enterprise hardware strategy.

Todd is an avid music collector and vinyl junkie, film buff, lifehacker, shutterbug, and type geek. Developing a love for food while growing up in the deep South, he still loves to cook regularly and barbeque as often as is ecologically sustainable. He now lives in Berkeley with his wife, their two preschool children and nine-month-old puppy.

Selected Clients

Sun Microsystems, The North Face, Levi Strauss & Co., FedEx/Kinko's, Exxon/Mobil, Pfizer, IBM, Netscape, Mercer HR Consulting, Title Nine, Washington Project for the Arts, Corcoran School of Art

Core Strengths

Corporate identity and branding
Writing and communication
User experience and usability
Information architecture
Typography and composition
Information design/infographics
Adobe Creative Suite 5
Final Cut Pro 7
HTML, CSS, some JavaScript

"The [Sun ZFS Storage user interface] is not only entirely Web-based, but entirely AJAX. At first, I wondered how wise that might be, but after only a few minutes of use, I was smitten. It's very attractive and very accessible. In fact, it may be the most complete filer interface I've ever seen, blowing the doors off [NetApp]'s Web-based manager."

— INFOWORLD, [HTTP://BIT.LY/SUNZFS](http://bit.ly/sunzfs)

Abridged Experience

- July 07 to Present: *Senior Principal UX Developer, Oracle Inc. (frm. Sun Microsystems).* Designed and created the user experience and browser-based interface for Sun ZFS Storage. Spearheaded a collaborative documentation authorship initiative, advised the software team on usability principles and design conventions, communicated the engineering vision to upper management and made key contributions to long-term product strategy.
- Nov 01 to July 07: *Principal, DC-ten.* Founded a collective of independent creative professionals to provide comprehensive design services, including print and web design, video production and application development. Handled all client interaction, project management, and business affairs. Freelance contract work with Sun Microsystems led to a fulltime staff position in Apr 08.
- Nov 99 to Nov 01: *Creative Director, New Canoe.* Provided creative oversight, brand stewardship and design implementation for an internet marketing company specializing in audience development. Developed and authored a successful internal marketing communication vehicle for Catenas, an international network of companies of which New Canoe was a charter member.
- July 98 to Nov 99: *Art Director, MarchFirst (frm. USWeb/CKS).* Led creative project teams and contractors, providing design and content direction for integrated strategic marketing initiatives and promotions. Developed project concepts and assisted account teams in presenting creative strategies to clients.
- 97 to 98: *Senior Designer, Harrison Design Group.* Created corporate identity, marketing and promotional materials, conference collateral and annual reports for educational, retail, financial and new media companies.
- 96 to 97: *Senior Designer, Cybernautics.* Designed and produced websites, online marketing vehicles, and multimedia demonstrations.
- 94 to 96: *Designer, Gibson Creative.* Designed print, identity and public opinion media for grassroots organizations, businesses, and political campaigns.

BS Graphic Design, Appalachian State University. Minor in Sociology.